



SMART FASHIONS
FOR LIMITED INCOMES
MAY 15 1931
PRICE 35 CENTS
© THE CONDE NAST PUBLICATIONS, INC.



Mock oranges make an unusual and appropriate centerpiece for breakfast, contrasting effectively with the Topaz glass used in this setting. Lower left illustrates the new Fostoria pitcher; lower right, a new vase.

Fostoria is gay at breakfast

SET with glass, the breakfast table has a high-spirited charm, amazingly infectious. That wise creature, the modern woman, who takes such keen delight in perfecting all phases of living, finds in Fostoria particular cause for rejoicing. Here is a glass that lends itself to imaginative and vivid table setting. It is practical to use, withstanding the bumps and upsets of every-day life as readily as china. It will hold hot and cold foods . . . an almost unbelievable thing of glass, that only a few



short years ago was a fragile bauble. One can add to one's treasure constantly, piece by piece . . . for Fostoria is sold on the OPEN-STOCK PLAN.

Fostoria comes in many breathless colors. Each color the key to many moods. Topaz can be brilliant with austerity and elegance . . . or charmingly carefree and gay. Crystal, rich in simplicity, or heavy with sophistication. Green, Azure, Amber, Wistaria, Rose . . . in each of their moods can be captured a beauty, a significance that lends charm to living.



Fostoria can be purchased for moderate prices at the best shops throughout the country. There is a wide and varied line of stemware and giftware. Fostoria comes etched, cut, or plain. The label, shown above, comes on every piece of genuine Fostoria. It's a little thing to look for, and a big thing to find. • Send for "The Glass of Fashion," the new book on correct and charming table settings. It is replete with suggestions. The Fostoria Glass Company, Dept. V-5, Moundsville, West Virginia.



TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS

DIAMOND RINGS

*Emerald-Cut, Marquise
and Round Diamonds*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK

Model 713
Two piece
Sizes 14x to 20

Model 714
One piece
Sizes 14 to 42

Model 712
One piece
Sizes 14x to 20

Model 711
Two piece
Sizes 14x to 20

Model 710
One piece
Sizes 14x to 20

Model 715
One piece
Sizes 14x to 20

Our representatives hold sales exhibits of Best fashions in most of the larger cities east of the Mississippi. Places and dates supplied on request.

A "Best" half dozen of smart
Summer sports frocks in the new

WASHABLE
CREPE SHANTUNG
WITH SATIN PLAID

16.75

MAIL ORDERS FILLED

Best & Co.
FIFTH AVENUE

Suburban Stores at Garden City, Mamaroneck, East Orange

Entire Contents Copyrighted by Best & Co., Inc.—1931

White
Light Blue
Yellow

As you like them in
the Summer—these

*** SUB-DEB**
SPORTS FROCKS
16.75

are colorful and washable

SIZES 11 to 17

Best & Co.
FIFTH AVENUE

Suburban Stores at Garden City, Mamaroneck, East Orange

MODEL 963

MODEL 962

MODEL 961

MODEL 960



MODEL 964

MODEL 965

*(Reg. U. S. Pat. Off.)

Model 960—One piece frock in cravat silk with delicate overplaid pattern. White with blue or white with rose.

Model 961—Copy of Claire Soeurs frock in flat crêpe with saw-tooth edge on capelet. White, yellow, light blue or peach.

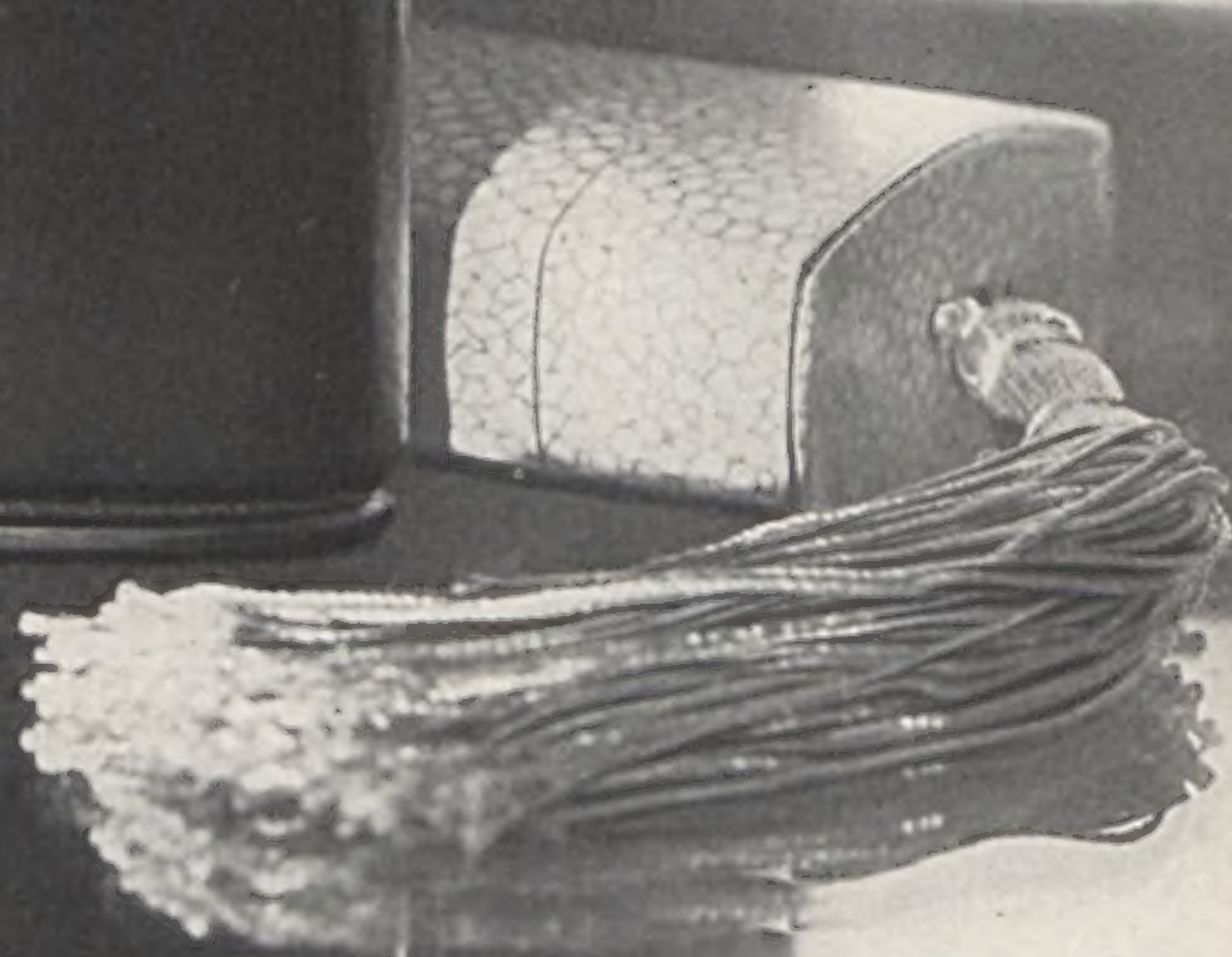
Model 962—A new Chuddah frock with polka dot tie. White with blue or red, yellow or peach with brown.

Model 963—Copy of a Chanel frock in Chuddah with new square neckline. White, yellow, peach, light blue.

Model 964—Copy of Patou model in crêpe silk. White with navy or red, yellow with brown, light blue with navy.

Model 965—Two piece shirtwaist frock of Chuddah in white, blue, peach, or yellow. Blouse may be worn inside or outside.

MAIL ORDERS FILLED



Parfums CARON
Paris

CARON CORP., 389 FIFTH AVE., NEW YORK

CHOOSE YOUR COLOR



CHOOSE YOUR COLOR

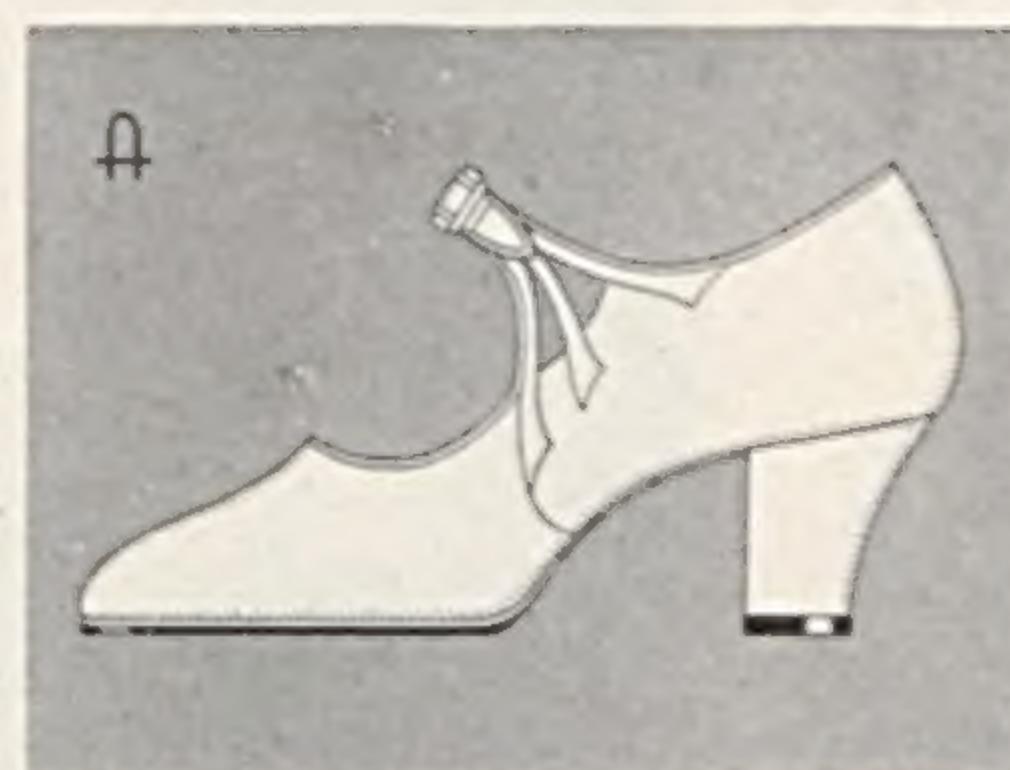


3 CHEERS FOR THE _____ WHITE AND _____



Combined with one color, two colors or even three . . . white, being really no color at all, affords absolute contrast and therefore well deserves the cheers from all around. White sets in high relief the sparkling hues of a vital summer. And wherever white is used as contrast and, of course, with the all-white costume . . . white footwear from Walk-Over Fifth Avenue supplies a completely successful way to look chic and be cool about it.

- A—SPRAY. All-white kidskin with a silver instep buckle. . . . \$10
 B—ORACLE. White buck trimmed with black Karung snake. . \$10
 C—PEEKO. White calf. Cooly perforated through the lining. . \$8.50
 D—ELBA. White Duoduck trimmed with black calf. Also brown. . \$8.50
 E—POLKA. White deerskin with black trim. Rubber sole. . \$8.50



WALK-OVER 510 FIFTH AVENUE

Paris: 21 Boulevard des Capucines
 London: . 372 Oxford Street, W.



A much discussed FACE POWDER

THAT STAYS ON 5 HOURS OR MORE

A creation of Mme. Rubinstein's Paris laboratories . . . it exactly suits the tone and texture of your skin. Amazingly light and fluffy. In 8 exquisitely natural shades

THIS unique face powder is the result of many years' painstaking research by Helena Rubinstein, considered by many to be the greatest beauty scientist of all time.

Its effect is completely, exquisitely natural . . . so natural that in case after case complexions become instantly lovelier through its use. Moreover, it keeps its place most amazingly . . . often for five hours or longer! *And it does not cake.*

Already the lovely women of Paris and Vienna, finding it infinitely superior to ordinary powders, have changed to it by the thousands.

AN ARTISTIC CREATION—To develop this powder, Mme. Rubinstein first studied the works of the great masters of art . . . Raphael, Rubens, da Vinci, Velasquez. She studied their color tones, their *flesh* tints in particular.

She then adapted these same complexion tints into eight exquisite powder shades; improved them, keyed them to modern fashions.

Tests on thousands of living models quickly followed. And proved in every instance that by simply selecting the *proper* shade, new radiance could be introduced into *any* complexion.

Her color tones perfected, Mme. Rubinstein next devoted her scientific genius to the problem of powder adherence. And at last discovered an utterly new ingredient that often doubled the adherence of powder to even the driest skin. Today, it is a feature of *every* Rubinstein powder.

NEW LOVELINESS FOR YOU—Already these extraordinary powders have won thousands of enthusiastic devotees.

So do not delay in trying one yourself. Select the shade suited to your skin, in the powder at the price you want to pay . . . then see the utterly new loveliness that it brings. Use Helena Rubinstein's rouges and lipsticks, too. They harmonize perfectly with her face powders.

For specialized treatments, Mme. Rubinstein maintains Salons in New York, Boston, Chicago, Detroit, Toronto, Paris, London, Rome, Milan and Cannes. These salons are recognized as the world's greatest source of scientific beauty knowledge. Thousands of women patronize them daily, often with almost incredible results.

All Mme. Rubinstein's products, now sold in department stores and by leading druggists all over America, originated through this salon work and study.



THE RUBINSTEIN HARMONY MAKE-UP
(See the illustration above.) *Beauty Foundation Cream.* It is fragrant, greaseless! \$1, \$2. *Valaze Face Powder.* Light, fluffy, in 8 color tones. \$1. *Lipstick.* Lovely, harmonious shades. \$1, \$1.25. *Rouge-en-Creme* and *Compact Rouge.* 4 shades. \$1.



HELENA RUBINSTEIN'S
Valaze Face Powder
FOR EVERY TYPE OF SKIN • PRICE ONE DOLLAR

Do not envy the classic beauty of the exquisite woman above! True charm and loveliness can be quickly yours if you will simply study your beauty problem intelligently, and then work faithfully, scientifically to correct skin flaws and enhance your natural coloring! Thousands have already proved this.



P A C E M A K E R

Dobbs Pacemaker takes its place in the Spring sports scene as the smartest of the square-crowned sailors. Those who pick the winner

put their money on Pacemaker . . . because it is of light-as-a-breeze baku; because it wears its colors in a jaunty feather; and because it puts its wearer in the shade charmingly. In all colors for Spring costumes; \$15.

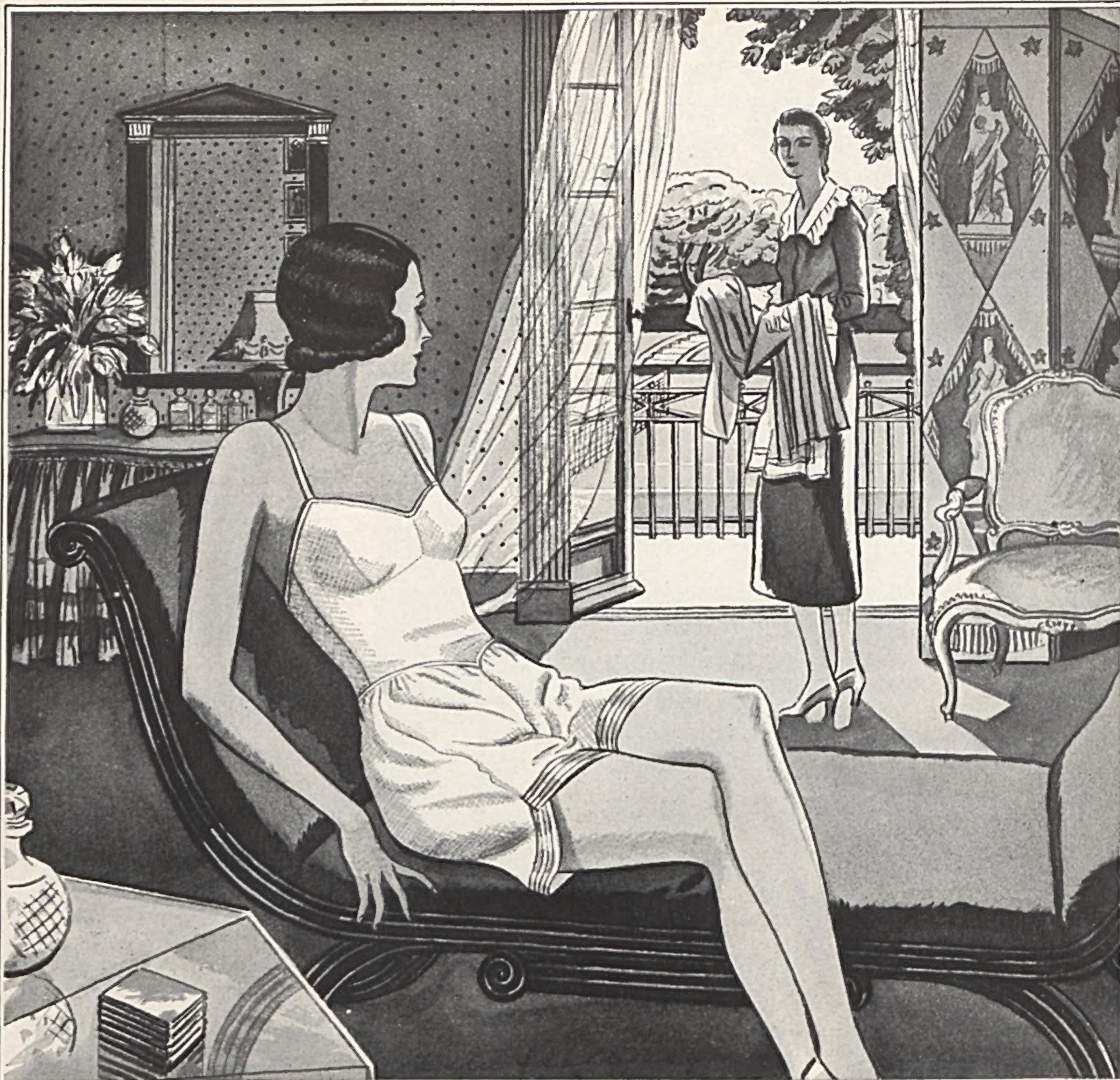
D O B B S H A T S

FIFTH AVENUE AT 57TH STREET, NEW YORK CITY

Springfield, Mass.—Forbes and Wallace, Inc. • Pittsburgh, Pa.—Joseph Horne Co.
Los Angeles, California — Bullock's • Richmond, Va. — Miller and Rhoads

And by Representatives in most of the other Principal Cities





The Meshette Singlette shown above is ideal for sports wear. Not only because of the convenience of a single undergarment, but because it assures perfect muscle freedom, at the same time preserving a smooth-flowing silhouette line. \$3. The Singlette is made only by Van Raalte—in a variety of fabrics. \$30 to \$2. We will be glad to tell you where you can secure Singlettes in your city. Van Raalte Company, 295 Fifth Avenue, New York.



Fashion cuts a Pretty Figure



It's BECOME almost a truism that one must be perfectly dressed beneath, to do poetic justice to the gowns of the season. And so, too, all this talk about the Van Raalte Singlette has a foundation in fact. For this single silken sheath of a garment molds the figure to its ideal form—preserves a clear unbroken line of silhouette.

There's a Singlette for every purpose, and every fancy. You may wear one that completely takes care of every underdress function, or you may wear one over a heavier girdle, to assure a sleek, smooth outline. All Singlettes are distinguished by the subtlety of cut and detail of workmanship characteristic of Van Raalte. At the better shops.

VAN RAALTE

something new under the sun

BY STETSON



With subtle emphasis a lady bespeaks herself in her carriage, the quality of her voice—and her choice of footwear. Stetson artistry creates footwear for gentlewomen.

First—without fail—comfort: A light welt construction—a cunningly fashioned arch—a perfectly built heel, so that Stetson shoes feel indeed like a svelt glove—and Madame's many steps throughout a busy day become what they should be—effortless. And second—and fully as important—style without garish flash. Stetson knows shoe fashions. What is *outré*—what is chic. And through careful study—and a consistently "right" interpretation of fashion—Stetson has become an authority on daytime shoe designs.

In Stetson footwear you are sure of unobtrusive smartness—restrained decoration—and that happily correct note—for any daytime occasion.

Be it for pavement, verandah, or field, Stetson shops—or the convenient Stetson Agencies—are awaiting you to give you a new walking comfort and just that tone of fashion that voices the careful and fastidious woman.

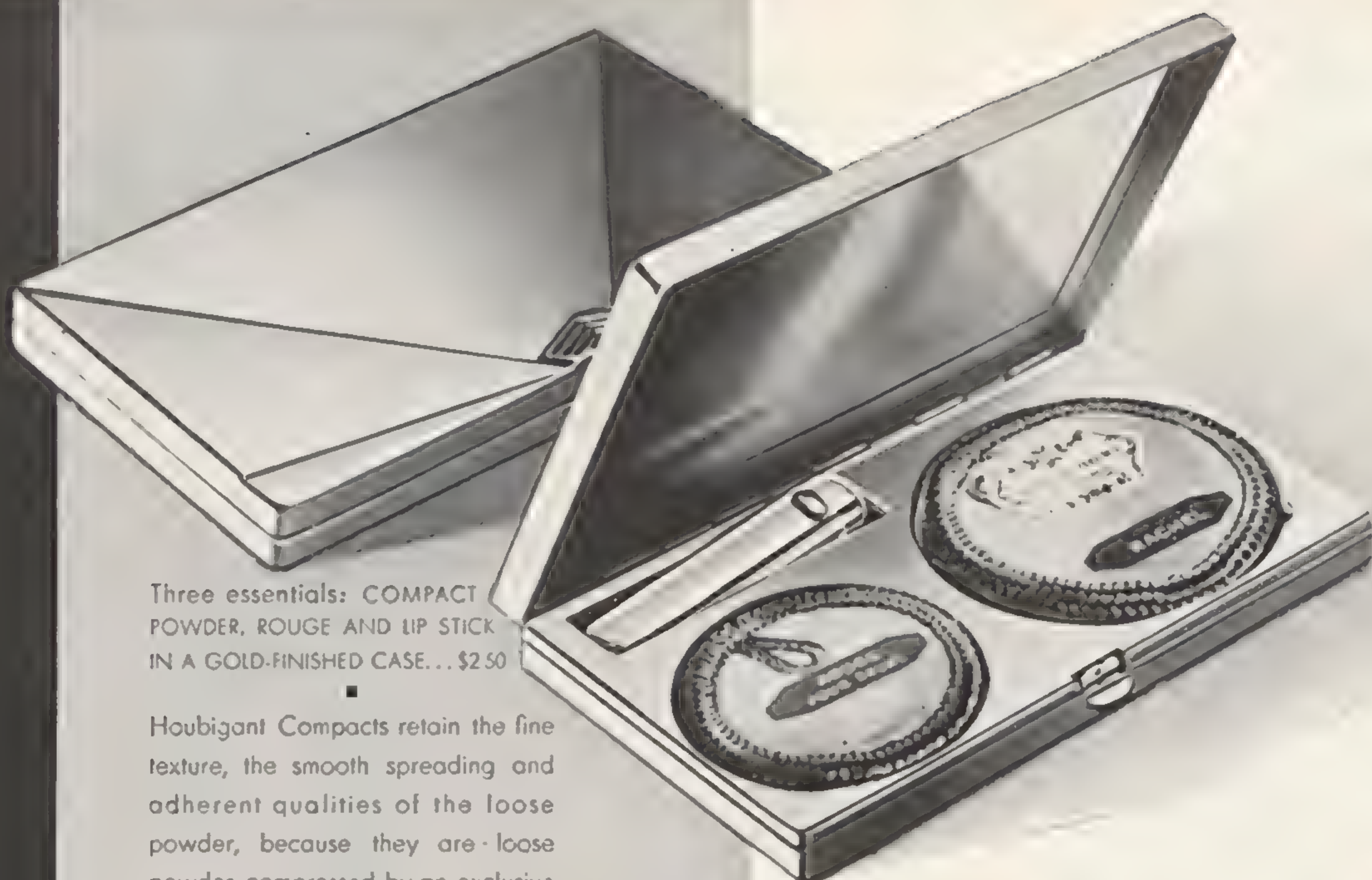
THE STETSON SHOE COMPANY, INC.
South Weymouth, Mass.

authentic daytime footwear
by **STETSON**

A MATCHLESS TRIO
(UPPER LEFT)—A beautiful pump of black calf trimmed with lizard call.
(UPPER RIGHT)—An exquisite blue kid tie silver kid trimmed.
(LOWER)—An unusual brown kid tie cleverly trimmed with putty beige. Also available in black kid trimmed with lizard call.



MOST STYLES PRICED \$12.50



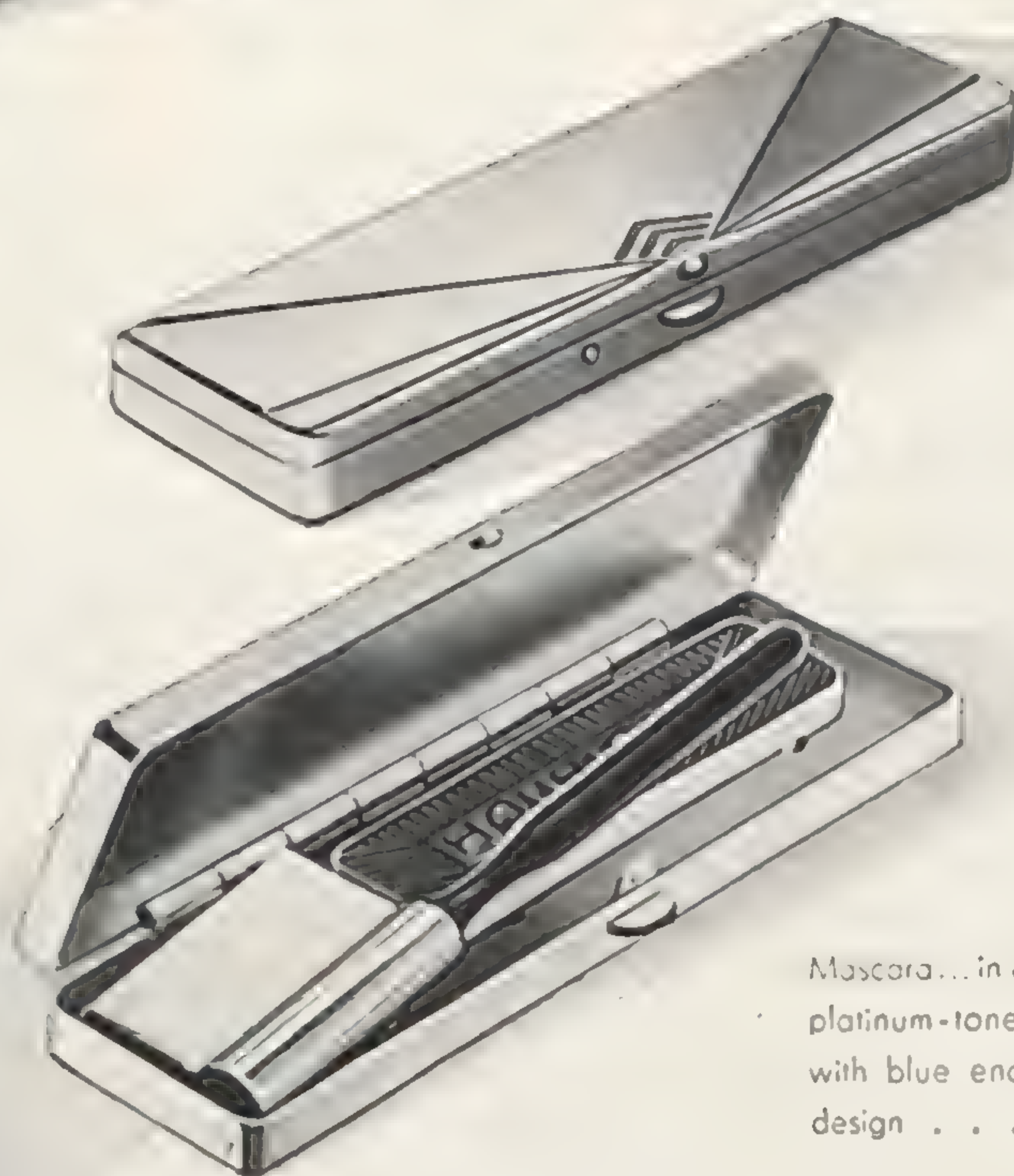
Three essentials: COMPACT POWDER, ROUGE AND LIP STICK IN A GOLD-FINISHED CASE... \$2.50

Houbigant Compacts retain the fine texture, the smooth spreading and adherent qualities of the loose powder, because they are loose powder, compressed by an exclusive process. The rubbing of the puff will instantly revert them to loose form. Refills are 50c



Purse size Parfum fitted into a gold finished case. Choice of odeurs: Fleur Bienaimée Bois Dormant Quelques Fleurs Le Parfum Idéal

Au Matin \$1.75



Mascara... in a "chic" platinum-toned case with blue enamelled design . . . \$1.25

HOUBIGANT

PARIS

PREMIER CREATOR
OF MAKE-UP AND PERFUME REQUISITES
FOR THE PURSE INTERPRETS THE
MODE OF PARIS.... FOR THE WORLD

Knowing tips from our "beach-combers" made these new Bradleys right

Mrs. Hackett D.V.



LAST WINTER, Bradley's fashion scouts hurried from beach to beach . . . keeping eagle eyes upon the "smart 'uns."

Everywhere, these care-free people were all but living in their cabañas. Everywhere, beach and swimming suits were by all odds the most important part of daytime wardrobes. . . . They had color, color and more color, favoring those shades plucked from a neighboring scene, such as the rust red of a Brittany sail, or the clear blue of a "gob" sweater. . . . They (the best of them) had that wearable workman-like character, inspired by gay peasant costumes and roistering sailor outfits. . . . And, more than ever before, they were made to please two distinct species of water-dog, the Swimmers, who will have all the "elbow room" the law allows (and more), and the Lollers, who'll first and last be smart.

All this and more they learned. Then, with heads and notebooks crammed with new ideas, these canny beach-combers hustled back to Bradley, eager to tell us the exciting and significant news. . . . News which made our 1931 Bradleys (to quote one of our critics) smart as the very dickens. Indeed, so smart that you must lose no time in seeing them—at the good stores. . . . Bradley Knitting Co., Delavan, Wisconsin.

"Liz" de M



Ann K.B.

Scott H.H.

Louise K.B.



" . . . literally spend all their daytime hours in swimming suits and pajamas.

• For Mrs. Hackett D.V.—, I suggested the Bradley sweater-blouse No. 70174 in white. Because its lace-like yoke and sleeves, so much featured in the newest French sweaters, make it one of the best expressions of this all-important sweater-blouse vogue. It comes in light blue, mauve grey, and bisque beige, and the price is about \$10.

• For Ann and Louise K.B.—, twin Bradley beach ensembles (Nos. 27318-27380), in navy and white. Because swaggering masculine lines and a decided sea-going character give them a claim to chic that can't be challenged. Each ensemble has a one-piece bathing suit which boasts such high points as full knickerbocker-style trousers, zipper sun-back, and square neck-line . . .

a jersey, obviously inspired by a Mediterranean fisherman's shirt . . . and pajamas, after those designed by Schiaparelli, with a ribbed top which makes them fit snugly about the hips and fall straight and wide to the ground. . . . The price for each three-piece ensemble is about \$29.50.

• For 'Liz' de M.—, the one-piece sun-backed Bradley No. 27303 in tropical green, because Liz goes in for swimming in a big way and wants no handicaps. The soft but firm texture of its material and the clean-cut lines will give that molded figure effect which she is sure to like. The clear tropical colors in which this suit may be had are particularly flattering to sunburned skins. . . . The price is about \$5."

. . . from a letter of LISA POTTER
BRADLEY SHOPPING ADVISER

BRADLEY

SLIP INTO A BRADLEY AND OUT-OF-DOORS

SO MANY THINGS IN JUNE ARE WORTH REMEMBERING



E-1 . . . A necktie case, in brown camel-hide, ecru lined, with a hanger which is gold-plated over non-tarnishable metal. Though especially desirable for traveling, the case will always find an acceptable place on a man's dresser.

E-2 . . . A collar box, in brown camel-hide, with ecru silk lining.

E-3 . . . A writing case, for traveling. In black and brown leather, the case is lined with leather as well, and includes an address book, note book, and perpetual calendar.

E-4 . . . An address book, in green ecrasé calfskin with a white jade inlay, enriched with gold tooling, and including as equipment a gold pencil. The address book may also be had either in black leather or in walnut grained calf, with red cinnabar inlay.

E-5 . . . A passport case, in pin seal, ostrich skin or pig skin, all with colored linings.



C. F. RUMPP & SONS, INC.

Philadelphia and New York



Established 1850

OF COURSE, if you're *very* old, the spell of June won't move you. The warm earth and the leaves, the bright events that make life good . . . you'll have to pass these by. But that day never comes. The things of June belong to all of us . . . weddings and graduations and trips abroad. This year and always, they are the breath and color of our lives. ☞ And perhaps nothing adds more to the enjoyment of the month's felicities than a remembrance from an old and valued friend. It may be small . . . it need not be expensive. Back of it is the thought, and that is the thing that matters. ☞ An increasing number of cultivated people who own and treasure lovely things themselves make it a practice that such gifts shall be of fine leather. And if you could watch these people as they buy, you would find that their purchases are frequently governed by the presence of a tiny golden keystone "R." ☞ That imprint, placed upon every article of fine leather manufactured by C. F. Rumpp & Sons, Inc., is an infallible assurance that the gift is good. Beauty and loveliness are in it, and a high tradition of quality. ☞ C. F. Rumpp & Sons, Inc., manufacture fine leather goods of every description, excepting luggage. At leather goods and department stores, jewelers, stationers and haberdashers.



INTERNATIONAL STERLING

announces the most important discovery
in the history of sterling silver

A LASTING PROTECTION AGAINST TARNISH "PALLADIANT"

(TRADE MARK)

LOVELY, lustrous sterling silver—protected, at last, from stains of tarnish! Never more need you buy a piece of sterling silver that must be rubbed and polished. All that work has been done away with! "*Palladiant*"—a remarkable new discovery—*assures International Sterling lasting protection against tarnish.*

Palladiant is a process which gives to International Sterling a protective finish of a platinum metal—*more precious than gold—a metal that will not tarnish!* With ordinary care, Palladiant will keep the lustre of International Sterling fresh—untarnished—through the years!

This wonderful new process is the latest and greatest achievement of the International Silver Company—largest manufacturers of silverware in the world and creators of the only new idea in silverware design in centuries, *the new Viande knife and fork.* The Palladiant finish may be seen at your jeweler's, and may be had in the five lovely International Sterling patterns shown here—Pine Tree, Orchid, Fontaine, Wedgwood, and Minuet—and in all International Sterling hollowware and dresser silver. Consult your jeweler to-day!

The beautiful Orchid tea set shown here is available in the new Palladiant finish. Not one of these pieces of International Sterling hollowware need ever be rubbed or polished—merely washed, like glass or china!

IMPORTANT!—Due to the low price of silver bullion, reduced prices have been placed, for the time being, on International Sterling flatware—in the five lovely patterns shown here. A slight additional charge is made for the Palladiant finish, as the process is a costly one. Your jeweler can give you detailed information.

Send for the new Palladiant booklet—Free!

FINE ARTS DIVISION, International Silver Company, Wallingford, Conn.

V-5-15-31

Check the offer you prefer

- ☐ Please send me your free booklet which describes the Palladiant finish in full.
- ☐ Please send me your free booklet, as above, and Lady Mendl's (Elsie de Wolfe) helpful book—"Correct Table Silver—Its Choice and Use", for which I enclose 25c.

Name _____

Street _____

City _____ State _____

(Print name and address—plainly)



SPRING

is the meeting season

for
SKIRTS



SKIRT—Fits snugly at the waist and hips, thanks to the Talon Slide Fastener at the side. White flannel. 8.50. SHIRT is of eggshell or white lisle mesh. 3.95. An interesting version of the separate blouse and skirt fashion that's so important this season.

and
SHIRTS



TWO-PIECE DRESS—And it has two definite Spring 1931 date lines: first, it's of that cotton mesh people in the know are talking about; second, it's Talon-fastened at the neck! White, yellow, light blue, flesh. 15.00.

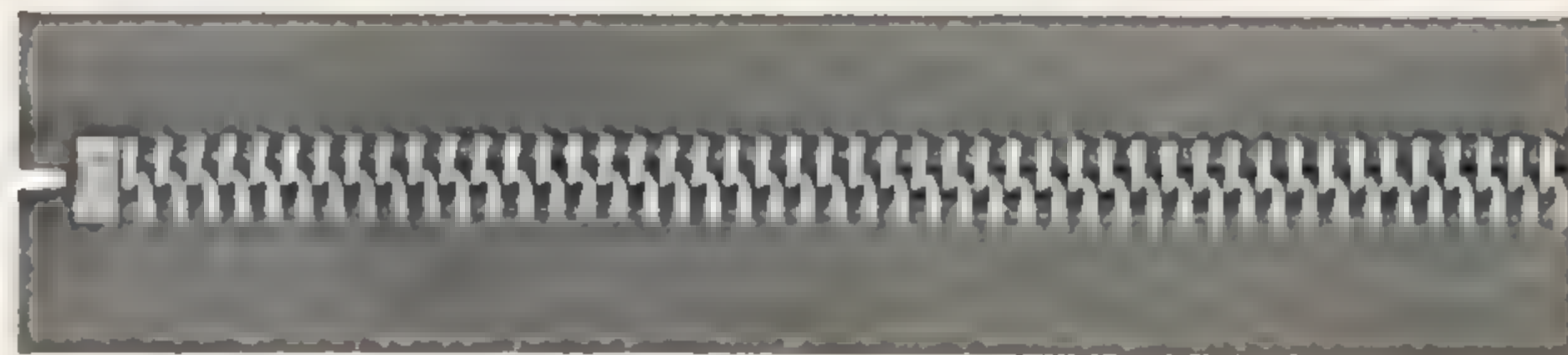
and
SCARFS



CHANEL SCARFS—The original Chanel jersey worn as a cravat to do nice, flattening things to your neckline. And to do away with chokers for a change! Multi-colored stripes. 4.95.



HANDBAG—To jauntily harmonize with Spring and to smartly match your costume. Praise be! it has a Talon-fastened security pocket to place your trust—and valuables in! 4.95. Colors? Almost every color imaginable! Black, navy, brown, white, pink, light blue, beige, red and yellow crepe.



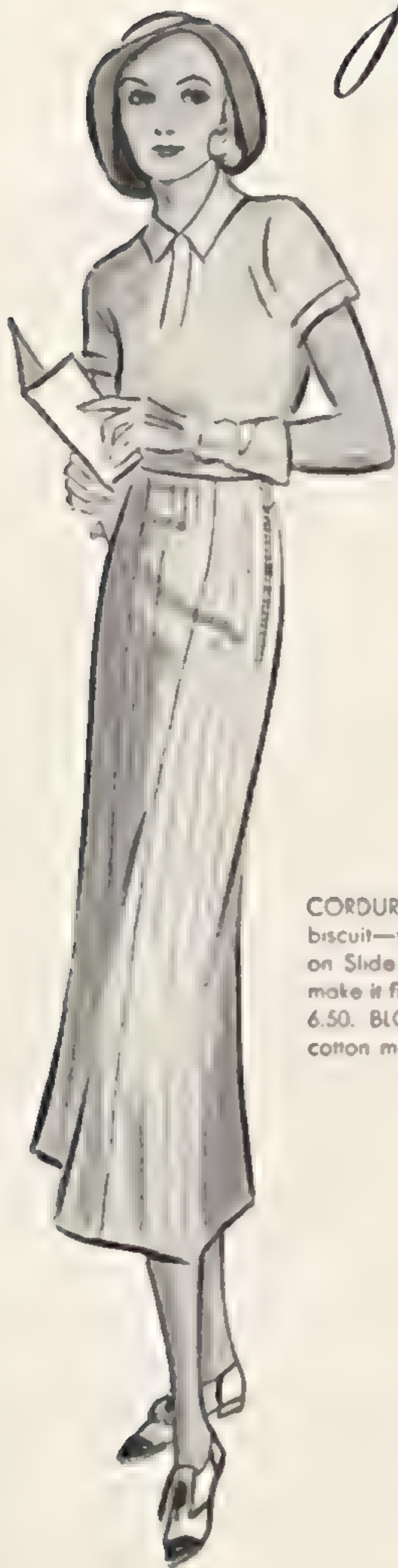
Best & Co.

FIFTH AVENUE

SUBURBAN STORES AT GARDEN CITY, MAMARONECK, EAST ORANGE

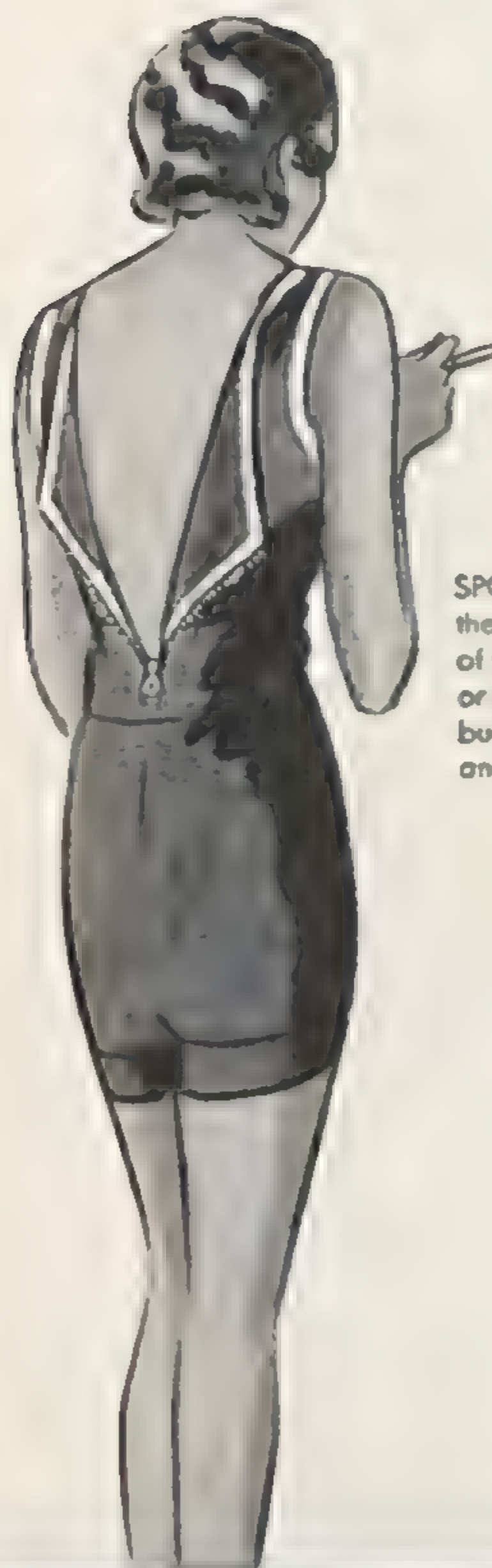
Talon slide fasteners

Join
STYLE WITH CONVENIENCE



CORDUROY SKIRT—In white or biscuit—with the easy-to-work Talon Slide Fastener at the side to make it fit and fasten fashionably! 6.50. **BLOUSE** is of cool, yellow cotton mesh. 2.95. (Best & Co.)

BATHING SUIT—Royal blue jersey (also black or brown), trimmed with white bands. Fitted at waist, loose in bloomers. And the Talon-fastened back lets you tan high or low—as you will! 10.50. (Best & Co.)



SPORTS SHOE—Believe it or not, they are laceless! Talons instead of ties make them easier to slip on or off and infinitely smarter! White buckskin with brown tongue, heel and toe trim. 10.00. (Best & Co.)

AS AN INDEX TO CHIC—look for Talon Slide Fasteners. You'll find them on the very newest sports wear in the very smartest shops everywhere—on things that are buttonless, hoodless, and botherless!



TALON

Reg. U.S. Pat. Off.

THE SLIDE FASTENER THAT ALWAYS WORKS

CONTEMPORA

*dips a spirited brush into sparkling color
and designs a thrilling new series of*

EVERFAST HANDKERCHIEF LINENS



The Best Twins Wear Frocks of Everfast Contempora Handkerchief Linen

Here's news of a great galaxy of artistic talent now at the service of Fashion! • The famous creative-designers known as "Contempora" include such internationally important names as Lucian Bernhard of Berlin and New York, Ernest Dryden of Paris and Vally Wieselthier of Vienna. Everfast Handkerchief Linen is the first fabric of its kind to be designed by Contempora...and results are radiantly lovely! • Over the delicate background tints are drawn some of the cleverest ideas that ever took form on a fabric. There's a stripe that "ripples" like a brook, and a whimsical wavy plaid and whole processions of prim flower-sprays in gay, imaginative colors. • Here's Handkerchief Linen that you'll love on sight...dainty and sheer for children's dresses, and with just the right soft-crisp finish to tailor nicely in morning frocks and little jacket suits for yourself. • Everfast-Contempora Handkerchief Linens are sold by the yard in the better shops, and ready-made in the smartest of summer fashions. If you do not find them, let us know—it's worth inquiry! N. Erlanger, Blumgart and Co., Inc., Everfast Division, 57 Worth Street, New York City.

EVERFAST
GUARANTEED-FAST-COLOR
CONTEMPORA

This new label links Everfast and Contempora—two names of fashion and fabric importance. All Everfast-Contempora fabrics bear this unqualified Guarantee: *If any Everfast Fabric fades, for any reason whatever, we will refund not only purchase price of material but the making cost of the garment as well.*



THOUSANDS of boys all over America are completing miniature model Napoleonic coaches in the first year's activity of the Fisher Body Craftsman's Guild. These models they will shortly submit in a nationwide competition for four university scholarships of four years each, 98 trips to Detroit, and 882 other valuable awards. The Fisher



Body Corporation sponsored this inspiring movement, believing that this exercise of creative talent, this quickening of the hand of youth, are essential steps toward the development of high ideals—that only through the training of the coming generation can fine craftsmanship be perpetuated and superior coachcraft be assured.

CADILLAC • LASALLE • BUICK • OAKLAND • OLDSMOBILE • PONTIAC • CHEVROLET



PERC
AL€

AT THE FIRST TOUCH OF THE PILLOW
YOU *know* IT'S WAMSUTTA PERCALE

Even with your eyes shut you can tell Wamsutta Percale. Snuggle your cheek into the pillow, stretch out in the smooth cool depths of the bed and you don't need to find the label on the sheet hem to know that it's Wamsutta, "the finest of cottons."

The luxurious difference in these sheets and pillow cases is the combined result of Wamsutta's selection of longer-staple cotton . . . of the extra combing of our yarns and of the traditionally finer weaving and finishing that has made Wamsutta Percale America's most famous sheeting fabric.

For those who love color, Wamsutta sheets and pillow cases offer a beautiful selection of soft pastel tints in several styles of hems . . . All seven of these shades harmonize especially well with the new North Star Blankets.



WAMSUTTA MILLS, New Bedford, Massachusetts

NEW YORK SALES OFFICE, 180 Madison Ave.

WAMSUTTA *percale* SHEETS & PILLOW CASES

Déjà



Printed crêpe Barbara
after Marthe et René.

Printed crêpe Barbara
after Lyolene.



Visca mat poke after
Florence Walton.



Chiffon evening gown
inspired by Redfern.

A NEW hat and frock does much to raise one's morale. And Déjà has contrived to make its spring fashions positively exhilarating! . . . The newest frocks have matching jackets. Belts accentuate the rounded figure, and evening gowns are frankly uplifting . . . The poke brim, the shallow crown, and the dip brim are all represented in the Déjà hat collection . . . Déjà Dresses \$39.50 . . . Hats variously priced.



Visca mat from
Florence Walton

Première summer straw
Alpina after Patou.

Talbot sailor in
charmeuse, piqué trimmed.



Printed georgette
adapted from Molyneux.

Printed silk shantung
after Vionnet.

Printed georgette
inspired by Molyneux.



NEW IDEAS

IN FASHIONABLE WATER WEAR

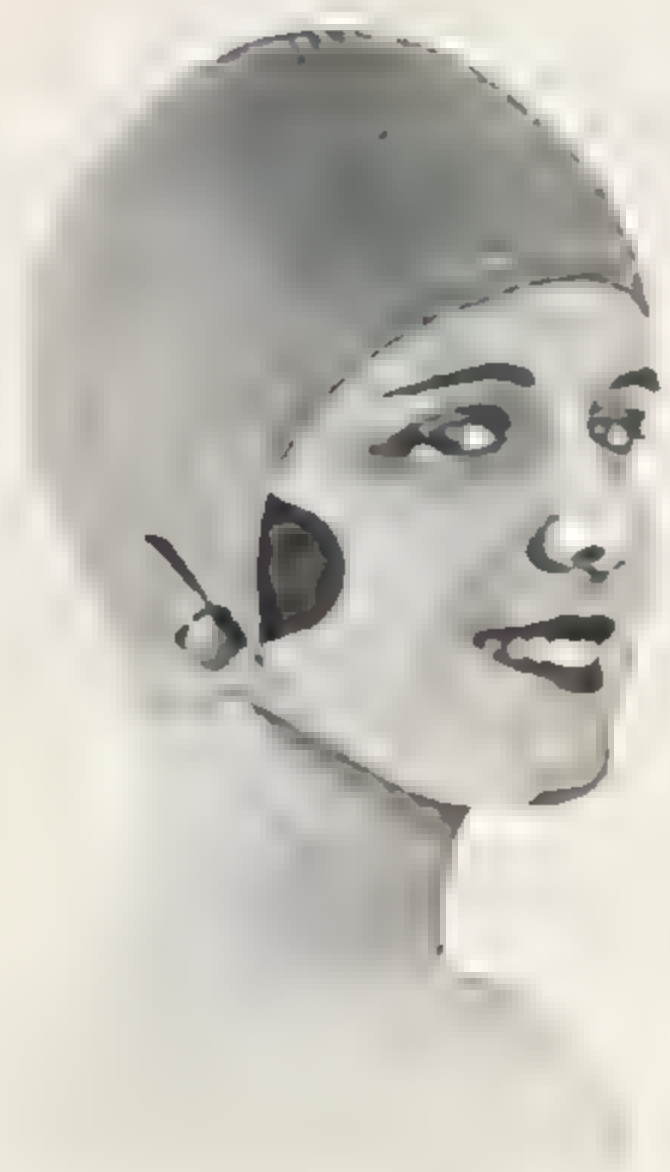
Do you want the smartest, the newest styles in beach and water wear? Then look for the "U. S." trade-mark! Wherever you see it displayed, you are sure of finding a wide variety of authentically styled accessories.

"U. S." Water Wear has many exclusive and desirable features—the kind of improvements every beach enthusiast welcomes. The Deauville Ensemble, for instance. It's a smart basket-weave effect in caps, belts and shoes. The outstanding design of the season—the talk of the fashionable winter resorts!

The "U. S." Howland Patented Bathing Cap, too. Isn't it good news to know that by simply asking for this cap you can get the first and the *only* really watertight bathing cap?

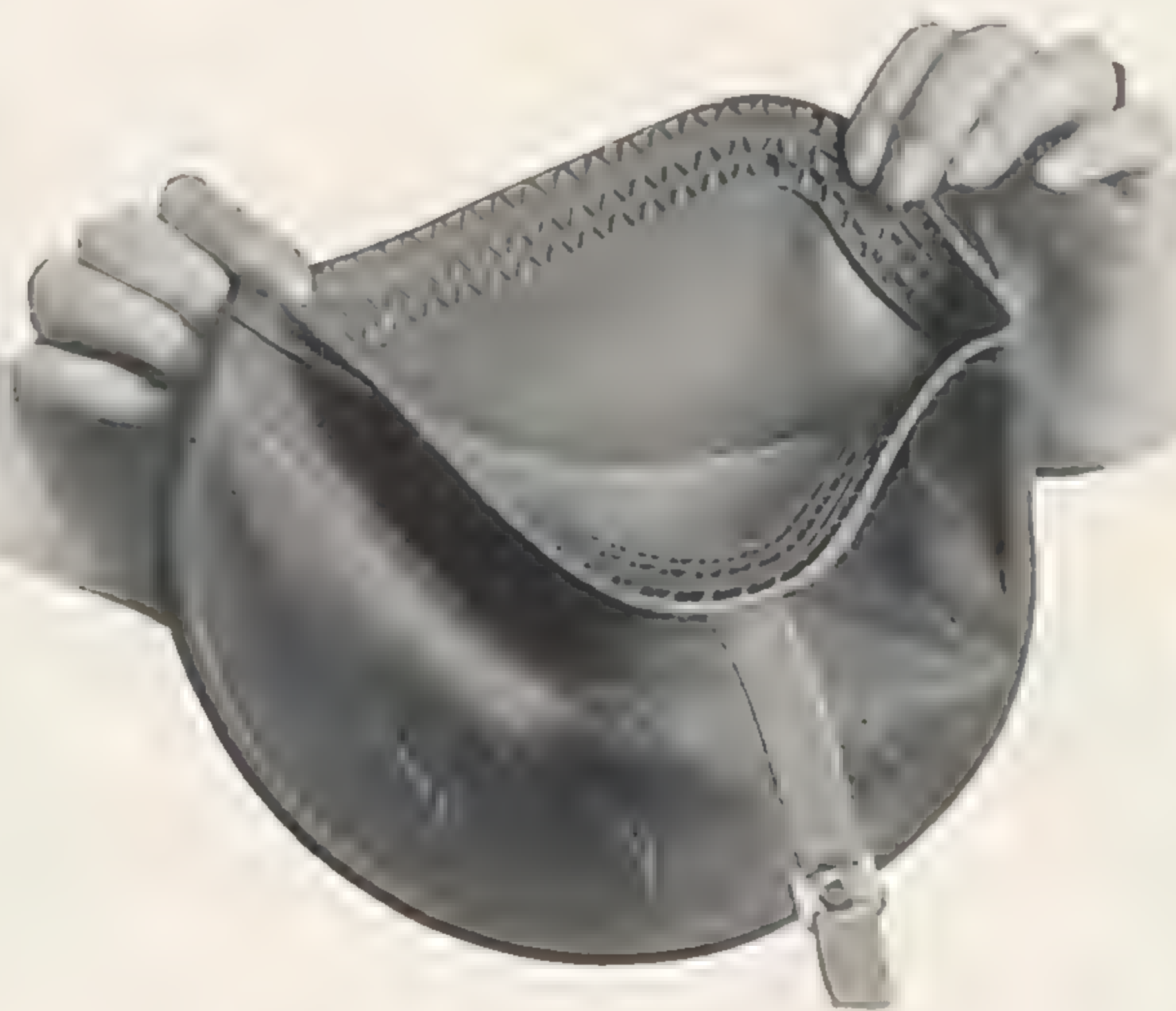
These are only two of the many 1931 "U. S." Water Wear modes. You'll want to see them all! . . . and that's easy, for there's a "U. S." dealer near you. Look for the "U. S." window display.

"U. S." HOWLAND *Patented* BATHING CAP — REALLY WATERTIGHT



DEAUVILLE ENSEMBLE

Cap, belt and shoes in the smart new Deauville basket-weave effect. Your choice of heel heights, including the new Cuban. Every desirable color.




This famous cap's "vacuum cups" keep hair really dry and prevent water from getting into the ears.



"CHIC" *Patented* SHOES

Flattering high heels — reinforced arch and counter. Smartest of all beach shoes. Model shown is in the new Deauville basket-weave design.

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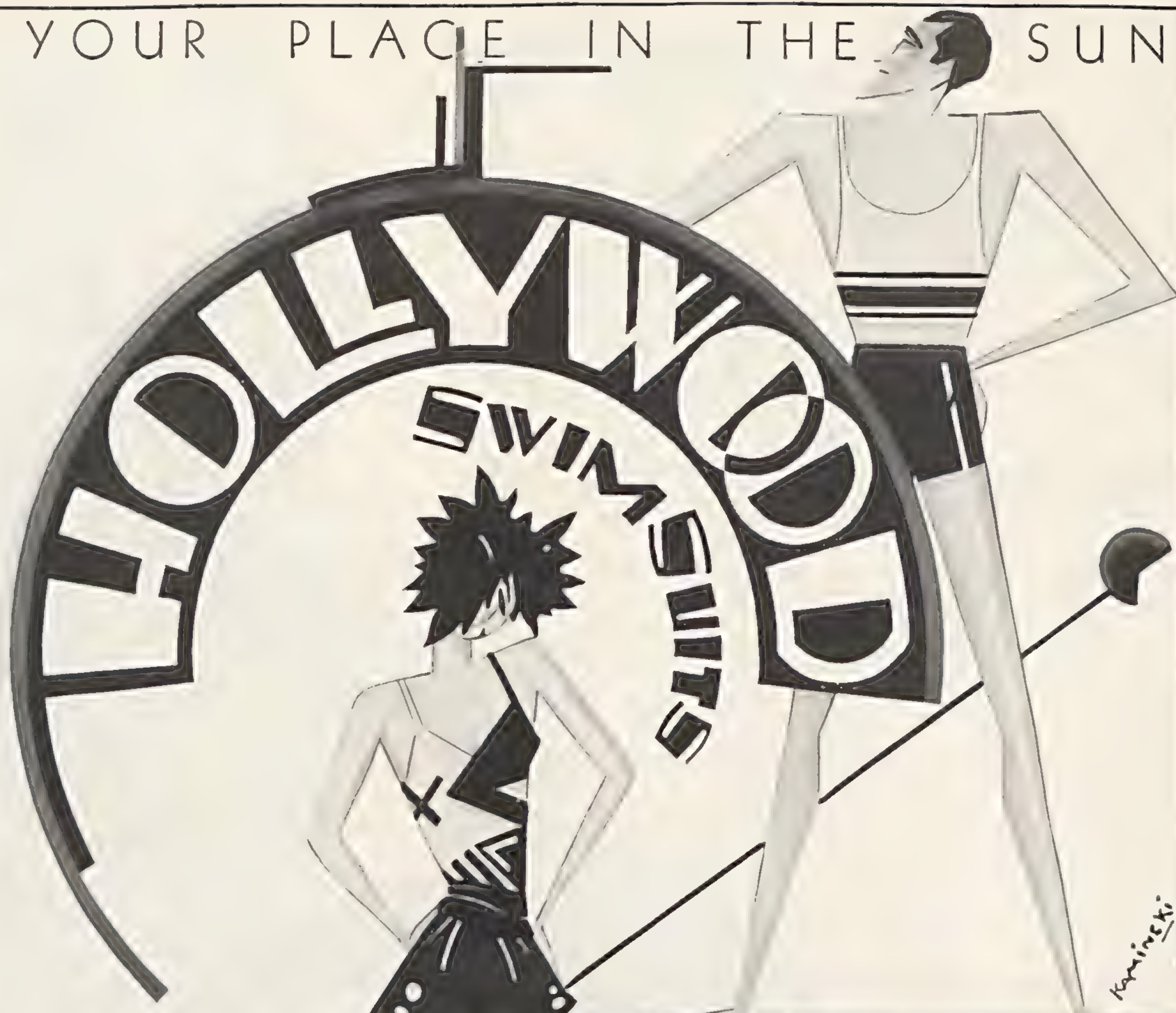
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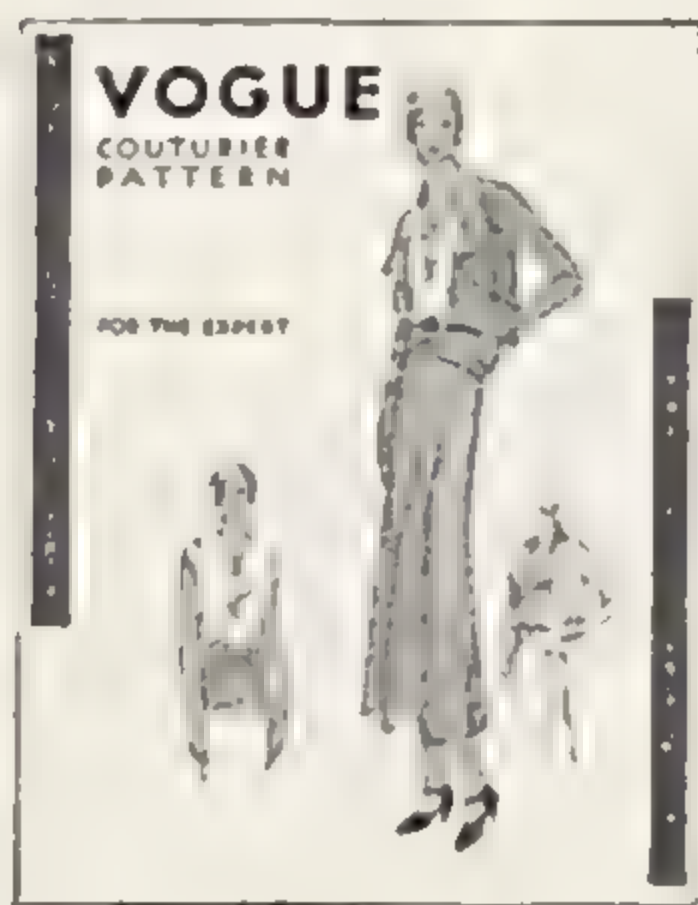
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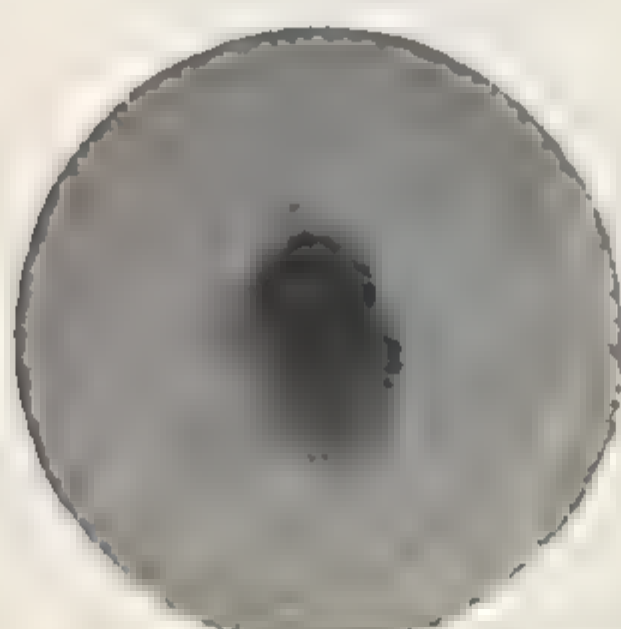
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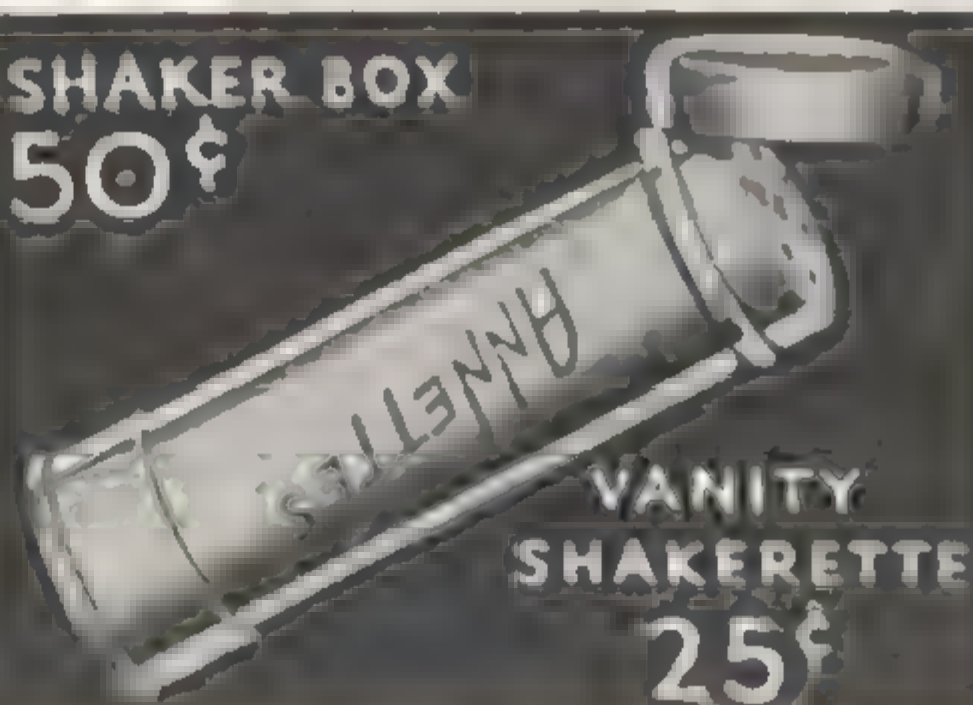
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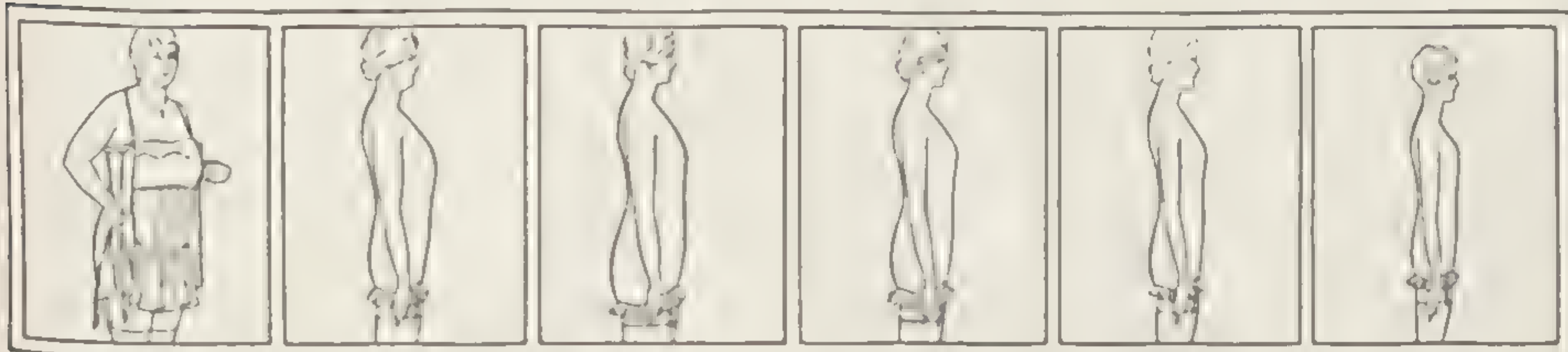
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GRANTED that one of the joys of Paris is to go out into the highways and buyways and pick up rare and exciting things, it's one of the comforts of the town that the highways and buyways will—if you are rushed—come to you. Doing your shopping at home, in some odd moment between tea and dinner, is one of the prerogatives of your trip—like breakfast in bed. All you need is the right address. Not just any old address—shield yourself from that like a plague—but the addresses of reliable little people who have really smart, and often inexpensive, things to show you.

You send a note, or you get the concierge to telephone, and things will be spread out before your own particular gaze, wherever you are and at whatever hour you name. You decide you will have a bag this shape, but a centimetre smaller all around. You will have it made up in antelope; brown, to match the colour of your coat, and lined in white, to match your dress. It costs no more in Paris, as a rule, to have something made to order than to buy the model itself. You try out different flower garlands on your old evening dress until you find just the one that transforms it from a dull thing into a dream. Paris will do anything for you.

Lingerie is apt to be the first thing you think of when you get off the boat. Those appealingly simple hand-made things for which Paris is famed. Lingerie made to your measure; whole sets made up to match. You can go as far with this idea as you like. Dessay, at 65 avenue Wagram, does beautiful work, at a reasonable price. And won't waste your time showing salmon coloured satin dripping with lace. Besides negligés, bed jackets, nightgowns, and underthings, Madame Dessay makes lovely sets for the bed. Printed linen bedcovers and pillow-slips for the country cottage—these have a zest; heavy crêpe sleeping-bags, beautifully monogrammed, for the Pullman; and handsome plain linen sheets and towels to take back to your city house or apartment.

Monsieur Riché, 18 bis rue Saint-Augustin, Asnières, a suburb of Paris, on the Seine, is another lingerie address that is good to have. These people are particularly clever about carrying out your own ideas and making lingerie that fits—which is important in this day of the moulded line.

Mademoiselle la Cornillière, 90 boulevard Flandrin, will come around and take orders for any type of household linen you could possibly want. Many French families count on her to keep their linen-closets stocked. And for that monogram that gives a special mark of distinction to your own personal things, make a note of Suzanne, 15 rue Castellane. She does embroidery of all kinds and does it beautifully.

Bossac, 5 rue Boudreau, are responsible for some exciting creations along the hang-bag line and will bring their models around to you. They have, apparently, an inexhaustible capacity for carrying out your own ideas.

MARIA GUY

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THE SUMMER TRAVEL NUMBER DOES EVERYTHING
BUT PACK FOR YOU

Do you feel an attack of packing coming on? Or are you a potential nomad who confines her travels to cruise booklets? The latter condition can be cured and the former aggravated into action by a careful reading of the next issue of Vogue.

You'll want to make a dash for Alaska when you read Count Tolstoi's account of the country tourists haven't touched. The article about Cannes (with Carl Erickson's drawings) may well lure you to the Riviera. Alec Waugh prescribes travel as a panacea for business-bowed husbands. And the tale of the Colonial Exposition (with its almost unbelievably exciting photographs) will provide just the excuse you need for another peep at Paris.

But don't think this June 1 Vogue is just a glorified Baedeker. Not a bit of it. It tells you not only how to go places but how to wear things—the right things. Just the comfortable, casual togs for travelling—and staying. It shows you the newer luggage. It remembers that not all of us have elastic incomes, so it suggests inexpensive ways of doing it all with a disarming dash.

Important—very important—are the color pages on cosmetics, showing you how to face this kaleidoscopic season. A new slant on the pajama question, some of the best-looking bathing suits, a diverting letter from Paris.

You'll want this Vogue—and the 47 others—which will appear at your doorstep in exchange for eight dollars. The coupon is your first step on a two-year trip through Vogue. Coming?

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NAUTICAL LADY ON THE
COVER OF JUNE 1 VOGUE



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CALIFORNIA

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Hollywood Plaza. The most convenient hotel in Hollywood. Attractive, modest and homelike, with excellent cuisine. Reasonable rates. Write for booklet.

La Jolla

Casa de Mañana. Distinctive, modern, excellent cuisine, steam heat. Golf. Beach Club, all sports. Hour from Agua Caliente. Booklet.

Long Beach

Hotel Virginia. One of California's finest hotels. Spacious lawns. Overlooking Pacific Ocean. All recreations. American Plan. Unexcelled Cuisine. Golf.

Los Angeles

Alexandria Hotel. Internationally famous. Splendid downtown location. Single with bath, \$3 to \$8; double with bath, \$4 to \$10. Special weekly rates, etc.

Pasadena

Constance Hotel & Apartments. A new fireproof European Plan Hotel of distinction. Conveniently located. Reasonable rates.

Vista del Arroyo Hotel and Bungalows. In the beautiful westerly residential section. On brink of Arroyo (canyon). 400 rooms. Open all year.

Santa Barbara

El Encanto Hotel. California's most delightful hotel and bungalows. On the Riviera overlooking sea and mountains. Excellent cuisine. Golf. Riding.

Miramar Hotel and Bungalows. Situated on Pacific Ocean. Garden spot of California. Golf, Tennis, Riding, Country Clubs. Exclusive residential section.

Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the aristocratic Ahwahnee. All year. American Plan. \$10.00 to \$18.00.

COLORADO

Brook Forest

Brook Forest Inn. A Swiss Chalet in the Rockies, open April to November. Altitude 8000 ft. Riding horses, Edwin F. Welz, Owner.

Parshall

Buckhorn Lodge. Ranch. Mountains, trout fishing, hunting, horses, guide, sports, camp fire, own dairy, garden, excellent cuisine, thoroughly modern. Booklet.

CONNECTICUT

Greenwich

Pickwick Arms Hotel. A residential & transient hotel of charm and refinement, 28 miles from New York. Golf. Booklet. Ownership management.

Old Lyme

Boxwood Manor. Summer among the birds and flowers, modern inn. Lovely gardens, marvellous food. Bathing lodge on ocean.

Sharon

The Bartram Inn & Cottages. Situated on a typical New England village green. Distinctive, attractive and essentially comfortable. Miss Beatrice M. Fay, Prop.

Waterford

Oswegatchie Inn. Select family resort near New London, combining seashore and country. Water sports, tennis, golf. E. W. Manwaring, Mgr. Owner.

DISTRICT OF COLUMBIA

Washington

Wardman Park Hotel. "Social Center of the Nation's Capital." 800 outside rooms. Tennis, swimming, riding, golf, dancing. Rates \$3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

INDIANA

French Lick

French Lick Springs Hotel. World famous Spa. Home of Pluto. Golf, tennis, horseback. All year climate ideal in the Cumberland foothills. Amer. Plan.

MAINE

Bay View

Bay View House. Wonderful environment of woods and seashore. Golf, tennis, bathing, riding, dancing. Orchestra. Gentile clientele. Fine cuisine. Booklet.

Bethel

Eethel Inn. Noted for its individuality. Unusual for rest and recreation. Reasonable rates. Nine-hole golf course on our own grounds. Booklet.

Camden

Whitehall Inn. Old New England with attractive modern appointments. June 1 until late September. Ocean, mountains, lakes. Every outdoor sport.

Gerard

Spencer Lake Camps. The ideal vacation. Individual cabins. Meals in general dining room. Our own dairy, gardens, henry. Excellent fishing. Bklt.

Kennebunk Beach

The Atlantis and Cottages. Modern in every respect. Superb ocean bathing beach. Excellent 18-hole golf course. Beautiful motor roads.

Loon Lake

Yorks. Non-housekeeping summer homes for discriminating families. Outstanding dining room supplied from farm. Rustic modernization. All sports.

Moosehead Lake

Squaw Mountain Inn. "Vacation Paradise." No hay fever. Golf, all sports. Refined, homelike. Excellent cuisine. \$6 to \$10. day. Phil. Sheridan, Manager.



MAINE (Continued)

Poland

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Portland

Lafayette Hotel. A delightful tourist hotel where friends meet friends en route, and enjoy excellent service at fair rates. European Plan.

Prout's Neck

The Willows. Enjoys patronage of a most exclusive clientele. Comfort and good food especially featured. Golf. Ocean bathing. Ownership management.

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Rangeley Lake Hotel and Cottages. 150 rooms. A place for particular sportsmen. Excellent fishing. Fine golf. No hay fever. Select clientele.

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Marshall House. Also the Emerson and Cottages. Fire sprinklers throughout. Superb location on ocean and river. Golf, bathing, orchestra, elevators.

MASSACHUSETTS

Beach Bluff

Hotel Preston. 12 miles from Boston . . . the North Shore's ocean front hotel with private beach. Exclusive clientele. Booklet. Wm. M. Kimball.

The Berkshires—Greenfield

The Weldon. (Fireproof) "The Beautiful Home Hotel." All year. 225 rms. Excellent table. Refined atmosphere. Concert music. Golf. Reasonable rates. Bklt.

The Berkshires—Lenox

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The Berkshires—Pittsfield

Hotel Wendell. Accommodating 650 guests. The only fireproof hotel in the Berkshires. A la Carte, Table d'hôte, and Cafeteria. N. A. Campbell, Mgr.

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The Lenox. Brunswick and Bradford. Three famous Boston hotels under L. C. Prior Management—9 dining rooms. Garage service. Room tariff \$3.-\$5.

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Boston—Brookline

Hotel Beaconsfield. In its appointments, its cuisine and its service it approaches the ideal. Residential section. Convenient to down-town Boston.

Cape Cod—Chatham

Chatham Bars Inn. And 20 non-housekeeping cottages. Overlooking the ocean. An outstanding example of the new type of hotel on Cape Cod.

Cape Cod—Cotuit

The Pines. A small hotel with cottages. Private bathing beach. Especially adapted for families with children. Vegetables from own garden. Golf. Boating.

Cape Cod—Falmouth

The Cape Coder. Write for particulars of the largest hotel on Cape Cod. Every summer recreation. American plan rates from \$28. per week.

Cape Cod—Falmouth Heights

Terrace Gables and Cottages. Overlooking the ocean. Famed for its sea food and land delicacies. Golf. Warm bathing. All shore and water sports.

Cape Cod—Osterville

East Bay Lodge. In most beautiful section of Cape Cod. Every room has running water or bath. Golf, tennis, bathing, boating, fishing, good roads.

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Colonial Inn. A quiet, restful, comfortable Inn in a historical and literary section of New England. Catering to particular people. Noted cuisine.

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Hotel Thorwald. Overlooking the Atlantic Ocean. Cool and restful. All summer sports. American Plan. Elevator. Open June 15 to Sept. 15.

Nantucket Island

Ocean House. 30 miles at sea. Two 18-hole golf courses. Bathing, boating, fishing, horseback riding, dancing. Ownership management. Frank Worth.

Plymouth

The Pilgrim & Cottages. Ocean front location, excellent golf, bathing, sports. Near Plymouth Rock and historical points. 120 luxurious rooms. Bklt.

MASSACHUSETTS (Continued)

Swampscott

New Ocean House. Facing ocean on historic North Shore. Every recreational feature. Booklet. Clement E. Kennedy, President.

MISSOURI

St. Louis

The New Jefferson. "Where the world meets St. Louis." A hotel of international repute. Famous cuisine. 800 rooms with bath, from \$3.00.

MONTANA

Augusta

Allan Ranch. Beyond all roads. Modern dude ranch. Warm plunge. Pack trips. Riding, swimming, fishing, hunting, motor boating. Bklt. Ralph Allan, owner.

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Ox Yoke Ranch. A real stock ranch. 30 miles from Yellowstone Park. All conveniences. Simmons mattresses & springs. Open all year. Booklet. C. R. Murphy.

NEW HAMPSHIRE

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Soo-Nipi Park Lodge and Cottages. 9-hole golf course in own park. 18-hole Championship course close by. Good fishing. All sports. No hay fever. Booklet.

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Rye Beach

Farragut and Stoneleigh Manor. Modern, fireproof, superb location combining country & seashore. Unsurpassed facilities for sport & recreation. Amer. Plan.

Shirley Hill

Shirley Hill House. A comfortable house with a comfortable rate. Superb location for families with children. Two golf courses nearby.

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White Mountains—Whitefield

Mountain View House. The sport facilities of a country club. The appointments of a home. The cuisine and service of a high grade hotel.

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The Essex & Sussex. The summer home of discriminating patrons for fifty years. On the ocean front. Thoroughly modern appointments for 400 guests.

The Monmouth. Directly facing the Sea. Season late June to mid-September. Bathing, golf, tennis, horseback, concerts. Joseph E. Smith, Manager.

NEW MEXICO

Santa Fé

The Bishop's Lodge. Finest mountain resort. Horses, golf, outdoor sports, cliff dwellings. Indian Pueblos. Dry healthful climate. Homelike atmosphere.

NEW YORK

Adirondacks—Essex

Crater Club. Lake Champlain. Modern cottages, no housekeeping cares. Exclusive clientele. Moderate rates. References required. Send for circular.

NEW YORK (Continued)

Adirondacks—Old Forge

The Mohawk and Cottages. A modern Adirondack hotel offering golf, riding and a wide range of sports and amusements.

Glens Falls

The Queensbury. Attractive new modern, fireproof hotel. 207 rooms. European Plan. Halfway between New York and Montreal. An ideal place.

Long Island—Bellport

Wyandotte Hotel. Directly on the Bay. One of Long Island's foremost and comfortable hotels. New inlet offers fine fishing. Complete recreation.

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Seven Ponds Inn. Also Hampton Inn at Westhampton Beach. Same ownership and direction. Golf, ocean bathing, riding, garage. European & American.

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The Parkside. Eighteen Gramercy Park, South. A residence hotel for men and women. Overlooking the Park. Moderate rates. Write for folder.

The Roosevelt. Madison Ave. & 45th St. Fifth Avenue shops one block away, the theatres two or three. In the very center of things—yet fashionably quiet.

Watkins Glen

Glen Springs. High above magnificent Finger Lakes. World famous Naumkeag Baths, radio-active waters. Splendid cuisine. Golf. Wm. Leffingwell, Pres.

NORTH CAROLINA

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Grove Park Inn. American Plan. Absolutely fireproof. Open all year. Finest resort hotel in the world. Golf, tennis, dancing, riding, fishing, etc.

PENNSYLVANIA

Eagles Mere

The Crestmont Inn. Twenty-seven holes, superb golf. Eight tennis courts. Ideal boating and bathing. Write for Booklet. Wm. Woods, Proprietor.

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The Benjamin Franklin. 1200 large airy rooms, with bath. Convenient to business district. 3 restaurants. Reasonable rates. H. L. Wiggins, Mng. Dir.

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Galen Hall Hotel & Cottages. Private eighteen-hole golf course. Season from late April to early November. J. L. Nelson, Managing Director.

TEXAS

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VERMONT

Lake Morey—Fairlee

Bonnie Oaks Inn & Cozy Bungalows. All with fireplace, bath. Tempting food. Lake, mountains, horses, golf. May 30-October 15. Booklet. E. H. Page, Prop.

Lake Morey Club. Overlooking lake and mountains. 18-hole golf course. Tennis. Kentucky saddle horses. Near Dartmouth College. Selected clientele.

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Equinox House. All concrete roads New York to Manchester. Golf, Equinox Links Club, saddle horses, fine fishing. Season June 20 to November.

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Woodstock Inn. Among the Green Mts. Central location to tour Vt. Good roads in all directions. Attractive. Modern appointments. 18-hole golf course.

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The Greenbrier and Cottages. America's premier all-year resort. Greatly enlarged—350 additional rooms. 3 golf courses. World-famous waters—baths.

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Encampment

A-Bar-A Ranch. Most delightfully situated, comfortably appointed Ranch in the West. All sports informal. Excellent cuisine. References.

GERMANY

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IN 1930 MORE FIRST-CLASS PAS-
SENGERS CHOSE THE ILE DE FRANCE
TO CROSS TO EUROPE IN THAN
ANY OTHER SHIP

 ILE DE FRANCE { June 5
June 24

 PARIS . . . { May 22
June 12

 FRANCE . . . { May 29
June 17

 LAFAYETTE . { May 21
June 18

 DE GRASSE . { June 4
July 2

 ROCHAMBEAU { May 30
June 27

THE greeting Normandy extends you is famous. There is in it a warmth born of your true kinship to the Normans of this day—you are the prodigal returned to his own. "*Allons!*" cries the Norman. "Our sons and daughters are come home! Gaspard!—warn at once the long-fatted calf!"

You feel its warmth as you sit in the hall of the knights of the Conquest at the fascinating Inn-of-William-the-Conqueror at Dives and discuss an incredible lobster. (*Every French Liner will match that lobster for you.*)

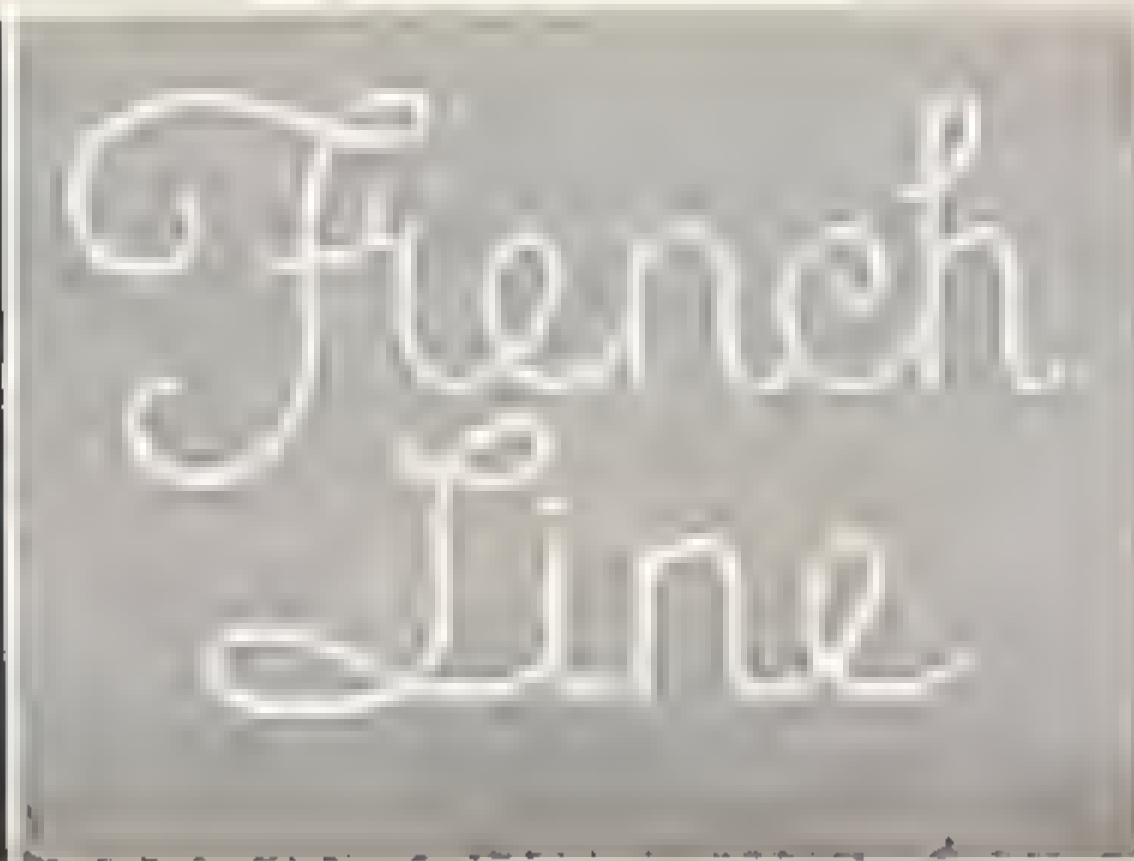
You feel it in the handclasp of a Norman farmer whom you've hailed from his orchard to exchange grave views on weather, apples, and Calvados ("*Nous l'appellons apple-jack en Amerique,*" you say in your traveling French). And you feel it in the warmth of his Calvados. (*That very Calvados is in the cellar of every French Liner, and contains the Norman warmth.*)

You sense it in the smile of an ancient shopkeeper in Rouen—who goes with you to show you where Queen Fredegonda killed a bishop on his own altar, and where Joan of Arc was burned at the stake. (*You will be transported to those times by a conversation with some important student or patriot on almost any French Line ship.*)

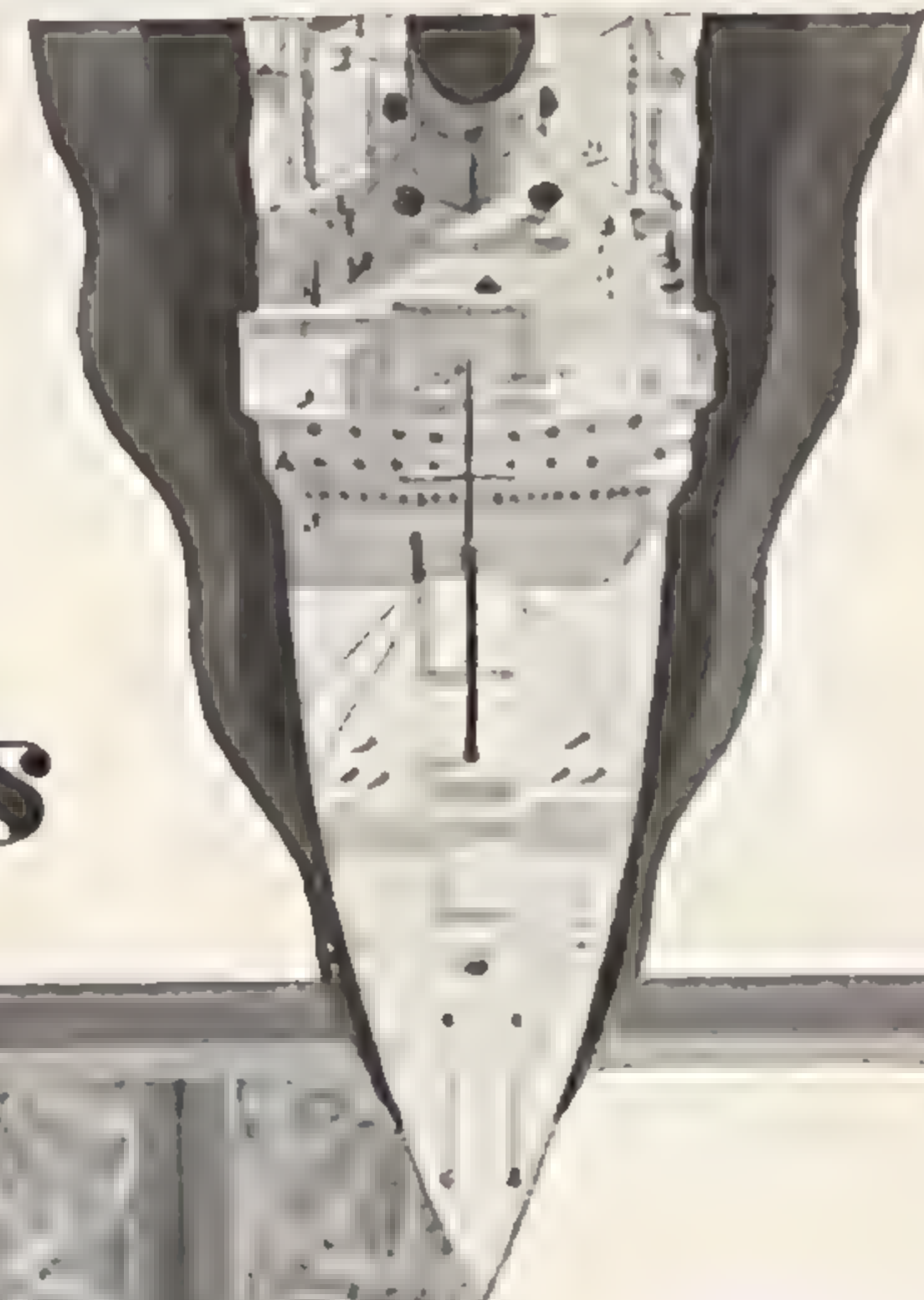
YOU feel it in the New-Englandish hills and valleys of Normandy, in the waves of greeting from the fisher-folk from their thatched cottages, in the arch glance of a charming Parisienne on the sand of Deauville or Cabourg at morning cocktails. And you'll sense this "welcome home" as your French Liner makes in or out of Normandy's (and France's) nearest port to Paris—Havre—the other end of "the longest gang-plank in the world."

When you step from Pier 57, New York, on board a French Liner, you are already Normandy's guest. The food, the drink, the exquisite relaxing comfort—the genial English-speaking service—the gayety and the *laissez-faire*—all these are merely fractions of a total of hospitality that makes more first-class and cabin passengers cross by French Line ship-for-ship than by any other.

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Pageant of Pleasures



THE CRUISE TRIUMPHANT to . . .

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and 55 other world high-spots



● Color and brilliance on the Empress of Britain World Cruise...a port-to-port gala through the Far East. Never before has a 5-day-to-Europe liner of such vast tonnage made the cruise around the world...a big, brand-new ship whose arrival in harbor is an occasion for marvel and celebration. Native populations will be out in their gayest costume to admire this magnificent vessel. A chance for world cruise passengers to enjoy a pageant of pleasure...from a ship setting a new pace in world cruise travel luxury. To arrive in harbor on the Empress of Britain will be to receive the accolade of the travel world.

● One comes to this pageant of pleasures from one's own private suite...perhaps a single perfectly appointed apartment with bath, perhaps a 5-room miniature town house afloat. Sunlight, outside air, controllable heat and ventilation, standing beds, dressing lights and mirrors, ship-to-shore telephones. 245 rooms with bath...All the luxuries of life ashore with the unheard of luxury of private living at sea.
● At one's command, too, the equivalent of a smart country club and a good town club. One whole Sports Deck with full-size tennis court, squash-racquets court, racing swimming pool.

One whole Lounge Deck of brilliant club rooms...ballroom, *levée* room, card room, stage, screen, "peacock alley," chic lounge-bar. Two private dining rooms (one illustrated above). Fares begin at \$2,000; apartments with bath at \$3,950. From New York, Dec. 3. See the deck plans. Study the itinerary. Your own agent, or Canadian Pacific, offices in New York, Boston, Philadelphia, Pittsburgh, Buffalo, Cleveland, Detroit, Chicago, Los Angeles, San Francisco, Montreal, Toronto, 24 other cities in U.S. and Canada. ● *Listen in:* Canadian Pacific Musical Crusaders, Wednesday, 8:30 p.m., E.D.S.T. WJZ and associated N.B.C. stations.

Empress of Britain

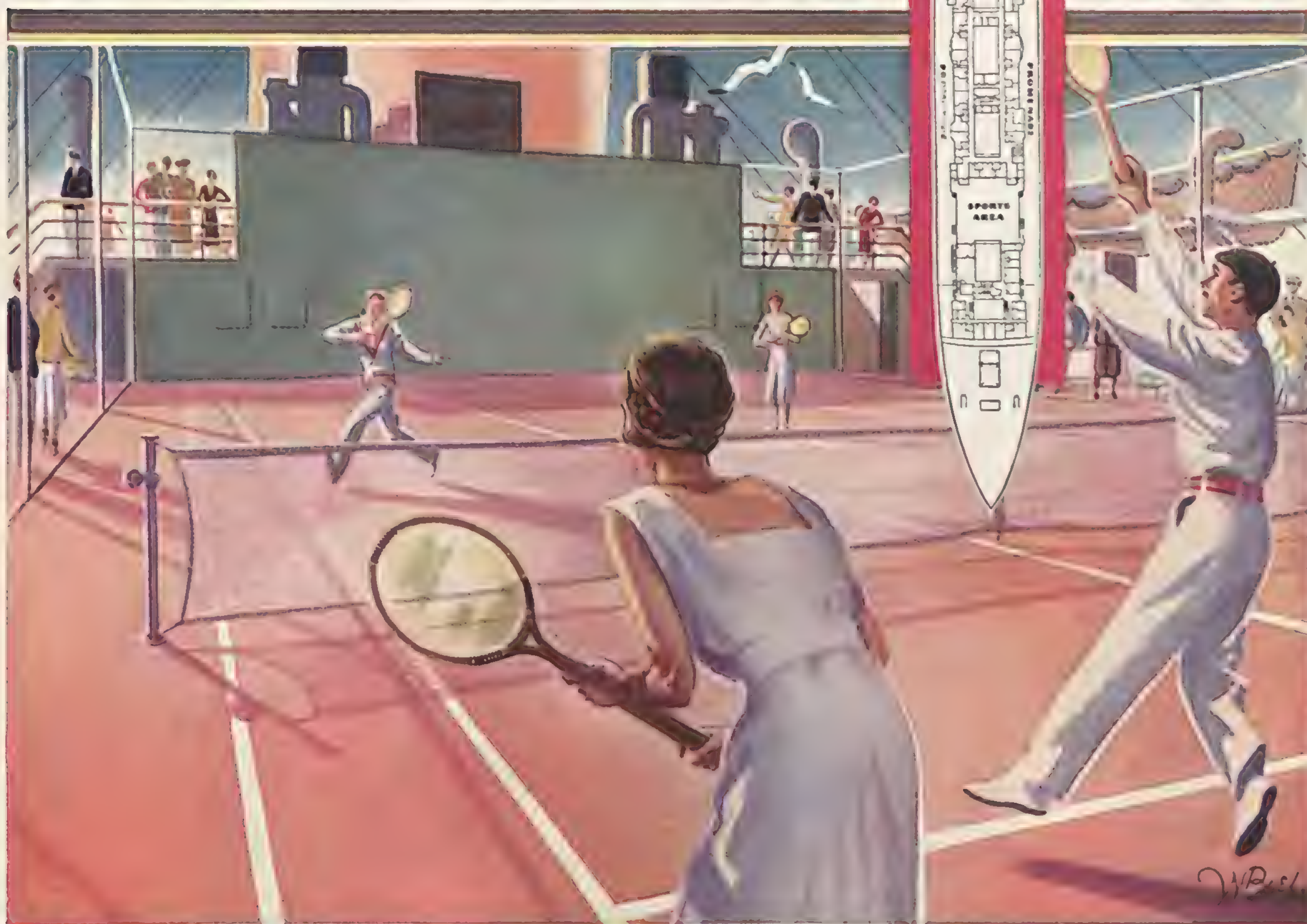
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(SPACE FOR THE INDIVIDUAL PASSENGER)

TO EUROPE



SPACE...for championship tennis, squash, swimming

● Big play decks on the Empress of Britain.

A whole Sports Deck, carrying a full-size tennis court, netted, with plenty of over-run space, and a gallery-café. A championship squash racquets court. No other ship has both. Above, a roomy Sun Deck. Below, the Olympian Pool, largest on any ship, with pool-side café and Turkish and electric baths behind the scenes. Two gymnasiums. A complete sports layout.

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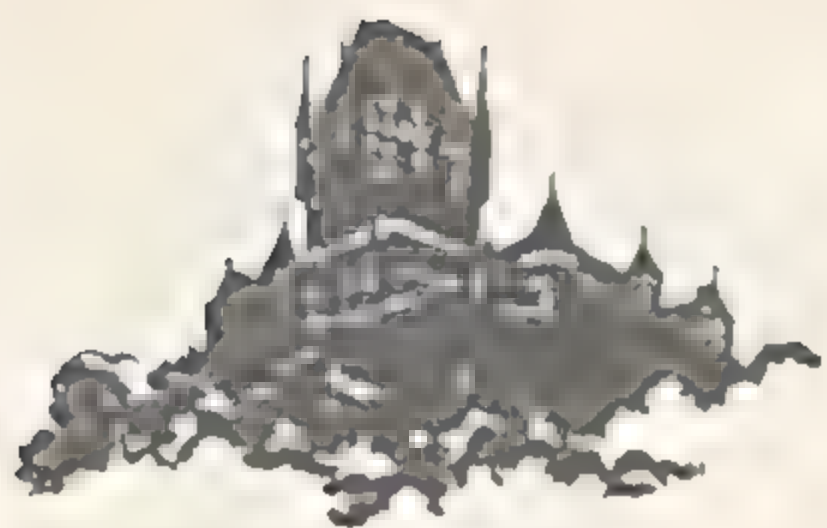
Information and reservations, your own agent, or any Canadian Pacific Office: New York, Chicago, Montreal and 32 other cities in Canada and U. S.

Empress of Britain

5 DAYS TO...FROM EUROPE

ST. LAWRENCE...CANADIAN PACIFIC SEAWAY

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IT'S
Springtime
 in
 Old Québec



LILACS LEANING over walls... fresh white curtains blowing at the windows of seventeenth century stone houses... the St. Lawrence shining between its willow-fringes... and you, strolling along Dufferin Terrace in sunshine with the Only Girl, laughing. Springtime in Old Québec.



SMOOTH ROADS, wandering past Norman farmsteads... bright-eyed *habitant* girls with soft-colored hooked rugs and homespuns for sale... farm-oxen ploughing... a white-throat sparrow whistling, "Sweet, sweet, sweet! Canada, Canada, Canada!" Springtime in Old Québec.



LITTLE STONE CHURCHES in the fields... bas-reliefs in anciently-carved wood... an old abbé charmed to see you, to exchange a drollery with you in French or English... Stations of the Cross, painted five centuries ago... the shrine of good Ste. Anne. Springtime in Old Québec.



INDIAN LORETTE, where the Hurons live and make Québec's snowshoes... trout-fishing back in the hills... new maple syrup to eat on the Chateau's heavenly pancakes and sausage, with such coffee, after such a night's sleep... golf at Montmorency. Springtime in Old Québec.



L'ILE D'ORLEANS, a 40-mile turn-around through the seventeenth century... madame will perhaps show you where Sir William Phipps' cannon went *Bong!* forty-seven times and made forty-sevensoup-plate dents in the stone walls of Manoir Mauvide Genest. Springtime in Old Québec.



BELLS PEALING in the Basilica by the Bishop's Palace... bells in the English church with the George III service of silver... you will go to church, and thank heaven you're alive, and young, and in love. Springtime in Old Québec. Pack the car and go now... only 600 miles from New York.

Plan your holiday now! Information and reservations at Canadian Pacific, 344 Madison Ave., N. Y.; 405 Boylston St., Boston; Chateau Frontenac, Québec, Can.

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A CANADIAN PACIFIC HOTEL.



Your private suite of rooms,
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**MONTE-CARLO BEACH
HOTEL**

Your lunch table facing the
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LAKES · MOUNTAINS

and SEASHORE promise

a COOL SOJOURN in

ITALY



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You bathe at the Lido when fashion gathers there. You paddle through the Grand Canal . . . under velvet night skies. And discover in full tide the charm of Viareggio, Rapallo, Rimini—magic names to those who love the wine-dark sea.

But know the cities, too! In Florence and Rome you may nibble frozen ices in the open piazza cafés . . . and then loiter nearby in cool stone galleries amid the treasure of the Centuries.

A 10% reduction in rates has been ordered in all Italian hotels for the summer. Allow us to help you perfect your plans, in co-operation with your tourist agent. Our office is operated by the Royal Italian Government for that purpose and that purpose alone. Itineraries, hotels, routes . . . valuable and impartial data on all phases of travel to make the way easy and economical. Make it a resolve not to miss Italy—and begin now by writing for a most interesting book on Italy.

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100 TENNIS COURTS • GOLF 18 HOLES

Everything is made very easy for the admission of visitors to the Sporting Clubs.

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is situated on its own beach, facing full south and the Ocean, near the Casino and the Tennis Courts.

In Septembers Motor Speed Races (62 miles) on the Beach.

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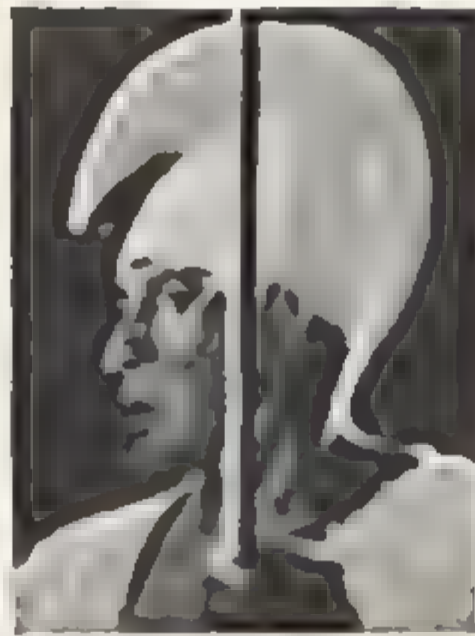
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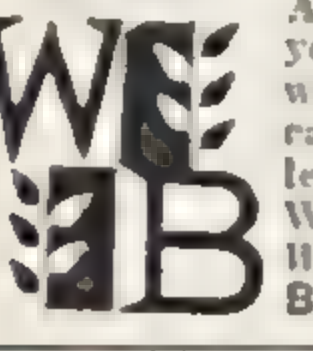
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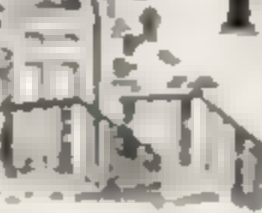
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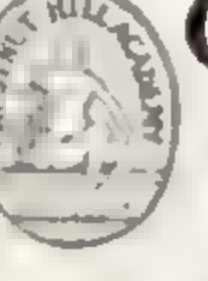
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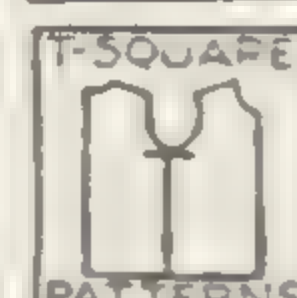
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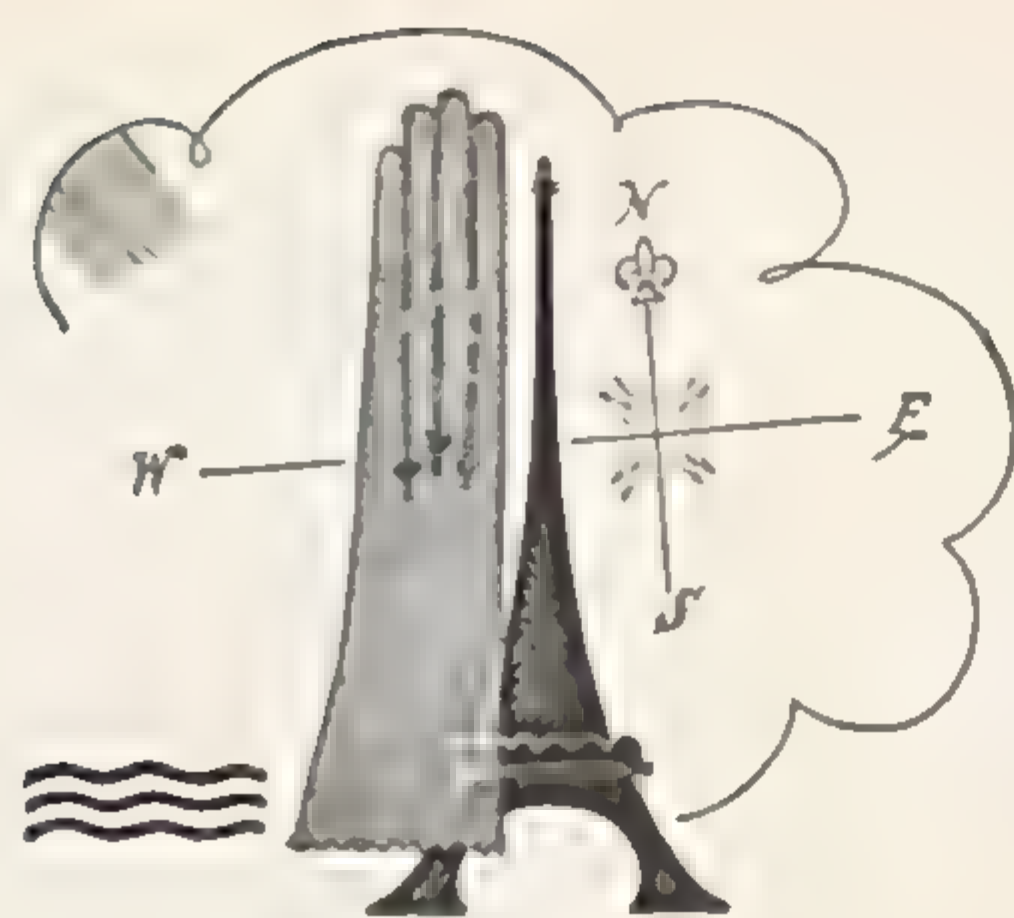
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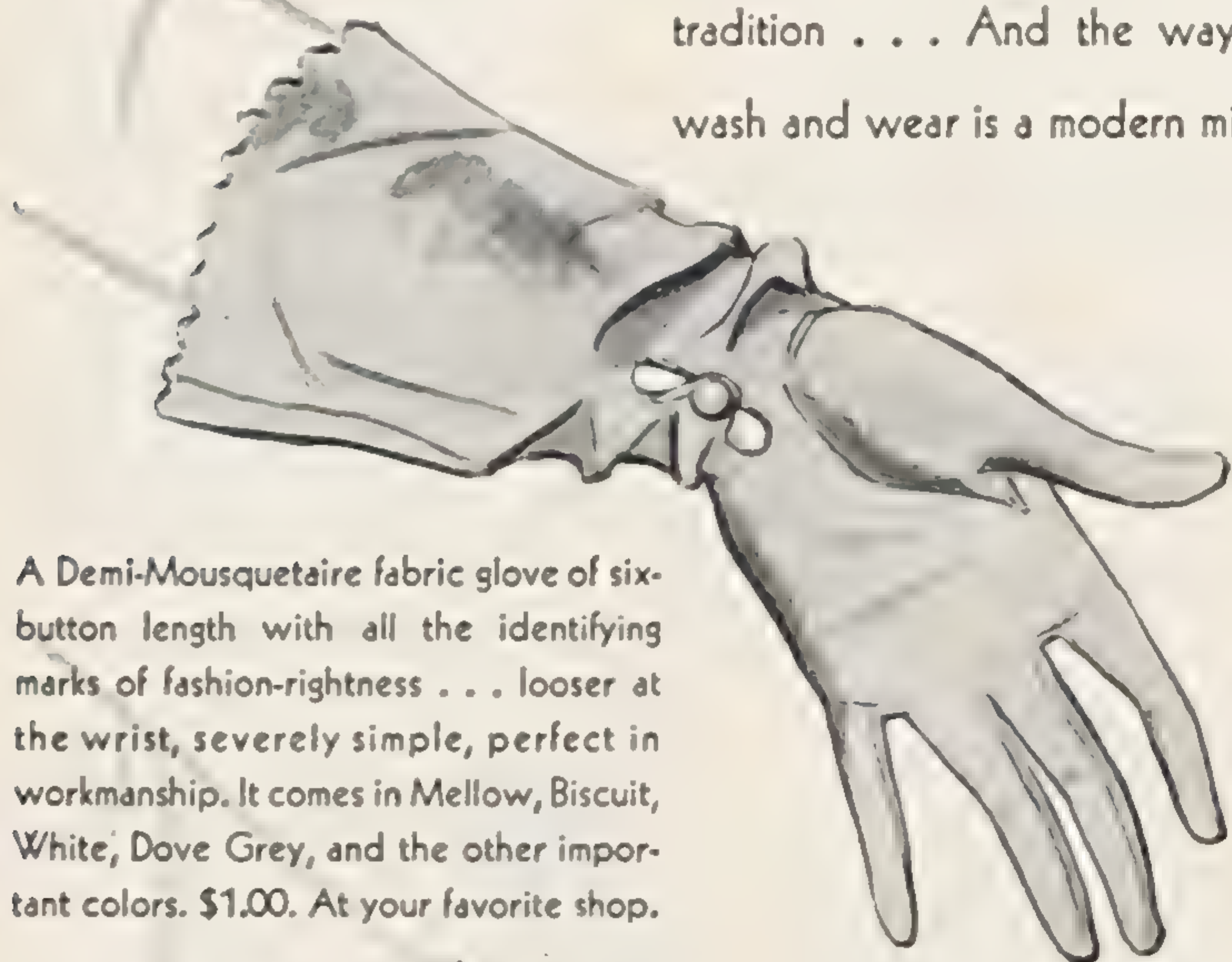


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Ryan—On March 29, to Mr. and Mrs. John Barry Ryan, junior (Margaret Kahn), a son.

Silleck—On March 29, to Mr. and Mrs. H. Garrison Silleck, third (Adelaide Slosson), a daughter.

Vaughan—On March 30, to Mr. and Mrs. James A. Vaughan (Elizabeth Boyd), a daughter.

PHILADELPHIA

Fryberger—On March 31, to Mr. and Mrs. George McG. Fryberger (Nancy Norton), a daughter.

Greenewalt—On March 26, to Mr. and Mrs. Crawford H. Greenewalt (Margaretta du Pont), a son.

SAN FRANCISCO

Brown—On March 29, to Mr. and Mrs. David La Tourette Brown (Charlotte Ziel), a son, David La Tourette Brown, junior.

DEATHS

NEW YORK

Britt—On April 5, Philip J. Britt, husband of Evelyn Turnure Britt.

Cobb—On March 27, Henry Ives Cobb, husband of Emma Smith Cobb.

Nicoll—On March 31, De Lancey Nicoll, father of De Lancey Nicoll, junior.

BOSTON

Curtis—On April 3, Laurence Curtis.

Emery—On March 27, Octavia Bell Emery, sister of Manning Emery.

Robinson—On March 27, Nelson Robinson.

CLEVELAND

Bruch—On April 1, Frederick W. Bruch, husband of Emma Mohrman Bruch.

ENGAGEMENTS

NEW YORK

Borden-Baldwin—Miss Nora Borden, daughter of Mr. Alfred Borden, to Mr. Peter Baldwin, son of Mr. and Mrs. Joseph Clark Baldwin, junior, of Mount Kisco, New York.

Bradshaw-Nichols—Miss Anita Mary Bradshaw, daughter of Mr. and Mrs. Joseph P. Bradshaw, to Mr. J. Brooks Nichols, junior, son of Colonel J. Brooks Nichols and Mrs. Nichols.

Buckner-Phillips—Miss Ruth Farlow Buckner, daughter of Mr. and Mrs. Emory R. Buckner, to Mr. Robert Becker Phillips, junior, son of Mr. and Mrs. Robert Becker Phillips.

Bugbee-Clift—Miss Eleanor Bugbee, daughter of Doctor Henry G. Bugbee and Mrs. Bugbee, to Mr. Arthur Henry Clift, son of Mrs. Clift and the late Charles E. Clift.

Cowperthwait-Roth—Miss Marian Ax-tell Cowperthwait, daughter of Mrs. Allan Cowperthwait, to Doctor William Frederick Roth, junior, son of Mr. William Frederick Roth, of Kansas City, Missouri.

Duer-Schley—Miss Sophie Beverley Duer, daughter of Mrs. Beverley Chew Duer, to Mr. Evander Baker Schley, son of the late Grant Barney Schley.

Ford-Wood—Miss Elizabeth Frances Ford, daughter of Professor J. D. M. Ford and Mrs. Ford, to Mr. Rawson L. Wood, junior, son of Mrs. Rawson L. Wood.

Hollins-Bickerton—Miss Hope Hollins, daughter of Mr. and Mrs. Harry B. Hollins, junior, to Mr. Frank Howard Bickerton, of Devonshire, England.

King-Boykin—Miss Frances C. King, daughter of Mr. and Mrs. Hugh Purviance King, to Mr. Thomas W. Boykin, junior, son of Mr. and Mrs. Thomas W. Boykin.

Livingston-McVitty—Miss Honoria Alice Livingston, daughter of Mrs. John Henry Livingston, to Mr. Reginald Leopold Moore McVitty, son of the Reverend W. Presley McVitty and Mrs. McVitty, of Tander-agee, Ireland.

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Leonard-Nash—Miss Frances R. Leonard, daughter of Mr. and Mrs. William Wirt Leonard, to Mr. F. Ogden Nash, son of Mr. and Mrs. Edmund S. Nash, of New York.

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Sprague-White—Miss Sally Sprague, daughter of Mr. and Mrs. Phineas Warren Sprague, to Mr. Ogden White, son of Mrs. Alexander Moss White.

(Continued on page 45)

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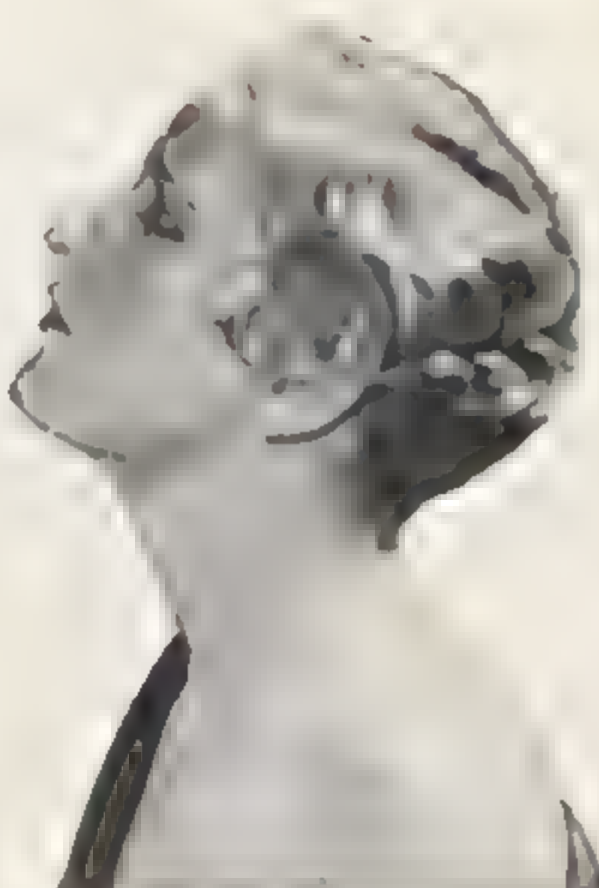
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SOCIETY

(Continued from page 44)

ENGAGEMENTS—Continued

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Munroe-Moore—Miss Rhea Logan Munroe, daughter of Mr. and Mrs. Charles Andrews Munroe, to Mr. Charles A. Moore, junior, son of Mr. Charles A. Moore and Mrs. Spencer T. W. Stewart, of New York.

DETROIT

Allington-Duffield—Miss Eleanor Gillett Allington, daughter of Mr. and Mrs. Courtenay D. Allington, to Mr. Frederick Hodges Duffield, son of Mrs. George Duffield and the late Doctor Duffield.

PHILADELPHIA

Dorrance-Colket—Miss Ethel Mallinckrodt Dorrance, daughter of Mrs. John T. Dorrance, to Mr. Tristram C. Colket, son of the late Mr. and Mrs. Tristram C. Colket.

Fitler-Strachan—Miss Elisa Wirth Fitler, daughter of Mr. and Mrs. Edwin H. Fitler, to Mr. Donald Strachan, son of Mr. and Mrs. John E. Strachan.

Seeler-Brown—Miss Josephine Page Seeler, daughter of Mrs. Edgar Viguers Seeler, to Mr. Robert Montgomery Brown, son of Mr. and Mrs. Clarence Montgomery Brown.

Wilson-Boyd—Miss Sydney Violet Wilson, daughter of Mr. and Mrs. Joseph R. Wilson, to Mr. Francis Thibault Boyd, son of Mr. John Taylor Boyd.

RICHMOND

Caperton-Bingham—Miss Mary Clifford Caperton, daughter of Mr. and Mrs. Clifford Randolph Caperton, to Mr. George Barry Bingham, son of Judge Robert Worth Bingham, of Louisville, Kentucky.

SAINT LOUIS

Alewel-Draper—Miss Margaret Alewel, daughter of Mr. and Mrs. Frank H. Alewel, to Mr. B. H. Bristow Draper, junior, son of Mr. and Mrs. B. H. Bristow Draper, of Boston, Massachusetts.

WASHINGTON

Allen-Hunt—Miss Helen Mar Allen, niece of Mr. and Mrs. Harold Allen, to Mr. Bishop C. Hunt, son of Mrs. Benjamin Herbert Goldsmith and the late Guy Carlton Hunt, of Bridgeport, Connecticut.

WEDDINGS

NEW YORK

Ammidown-Park—On April 10, Mr. Henry Philip Ammidown, son of Mrs. George H. Dyer and the late Philip Holmes Ammidown, of Seattle, and Miss Suzanne Park, daughter of Mr. and Mrs. Sam Park.

Bull-Patten—On April 23, at Saint James's Protestant Episcopal Church, Mr. Edward Myron Bull, son of Mr. and Mrs. Ernest Miller Bull, and Miss Frances M. Patten, daughter of Mr. and Mrs. Henry A. Patten.

Crocker-Armstrong—On April 21, in Saint Thomas's Church, Mr. Samuel E. M. Crocker, junior, son of Mr. and Mrs. Samuel E. M. Crocker, and Miss Suzanne Armstrong, daughter of Mrs. Frederick Searles Armstrong.

Jelke-McVickar—On March 30, Mr. F. Bartholomay Jelke, son of Mr. F. Frazier Jelke, and Miss Marjorie B. McVickar, daughter of Mr. and Mrs. John A. McVickar, of Paris.

WEDDINGS—Continued

Starke-Meagher—On March 27, Mr. Hamilton Jackson Starke, son of Mrs. William Belknap, and Miss Mildred Meagher, daughter of Mrs. James H. Snowden.

Stiles-Hillhouse—On April 9, in Saint Thomas's Church, Mr. Roger Shackleton Stiles, son of Mrs. Stiles and the late Francis W. T. Stiles, and Miss Marian Anita Ten Broeck Hillhouse, daughter of Mr. and Mrs. Francis Hillhouse.

BALTIMORE

Cassel-Smith-Gieske—On April 16, Mr. George Royce Cassel-Smith, son of Mr. and Mrs. George Cassel-Smith, and Miss Evelyn deDriver Gieske, daughter of Mr. and Mrs. Hardy Gieske.

Smith-Macgill—On April 18, Mr. Mark Alexander Herbert Smith, son of Mr. Courtland Smith and Mrs. Charles Hooff, and Miss Annie Campbell Macgill, daughter of Doctor J. Charles Macgill and Mrs. Macgill.

BOSTON

Drayton-Bergere—On March 25, Mr. William Astor Drayton, son of Mr. J. Coleman Drayton, and Miss Joan Beatrice Bergere, of Melbourne, Australia.

MEMPHIS

Steinmetz-Foley—On April 7, Mr. Joseph Janney Steinmetz, son of Mrs. Allison Joseph Steinmetz, of Germantown, Pennsylvania, and Miss Lois Duncan Foley, daughter of Mr. and Mrs. William R. Foley.

NEW ORLEANS

Sharp-Ralston—On March 18, Mr. Richard Henry Sharp and Mrs. Adèle Penrose Ralston, daughter of Mrs. George B. Penrose.

PHILADELPHIA

Coolidge-Isaacs—On April 25, Mr. Harold Jefferson Coolidge, junior, son of Mrs. Harold Jefferson Coolidge, and Miss Helen Carpenter Isaacs, daughter of Mr. and Mrs. Albert George Isaacs.

Hathaway-Elfreh—On April 11, Mr. Lovering Hathaway, son of Mr. and Mrs. Horatio Hathaway, and Miss Elizabeth Hooton Elfreh, daughter of Mr. and Mrs. William Henry Elfreh.

Learned-Taylor—On April 18, Mr. John Learned, son of Mr. and Mrs. H. Barrett Learned, of Washington, D. C., and Miss Susan Underhill Taylor, daughter of Mr. and Mrs. Howard W. Taylor.

Lenssen-Barratt—On April 6, Mr. Nicholas F. Lenssen and Miss Edith L. Barratt, daughter of the late Judge Norris S. Barratt and Mrs. Barratt.

SAN FRANCISCO

Gromme-Sherman—On March 28, Mr. Carl F. Gromme and Miss Lucia Kittle Sherman, daughter of Mrs. Harry M. Sherman.

Kasper-Jones—On March 28, Mr. Robert Kasper and Miss Vail Jones, daughter of Mr. and Mrs. Webster Jones.

WASHINGTON

Hadik-Széchenyi—On April 11, Count Bela Hadik, son of Count John Hadik, Premier of Hungary, and Countess Alice Széchenyi, daughter of Count László Széchenyi, Hungarian Minister to the United States, and Countess Széchenyi.

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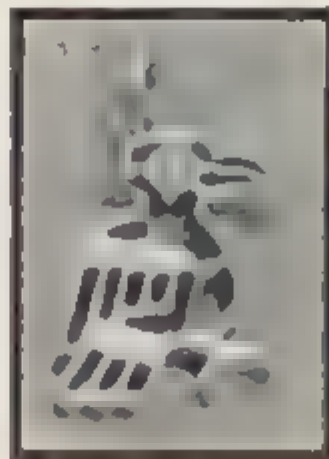
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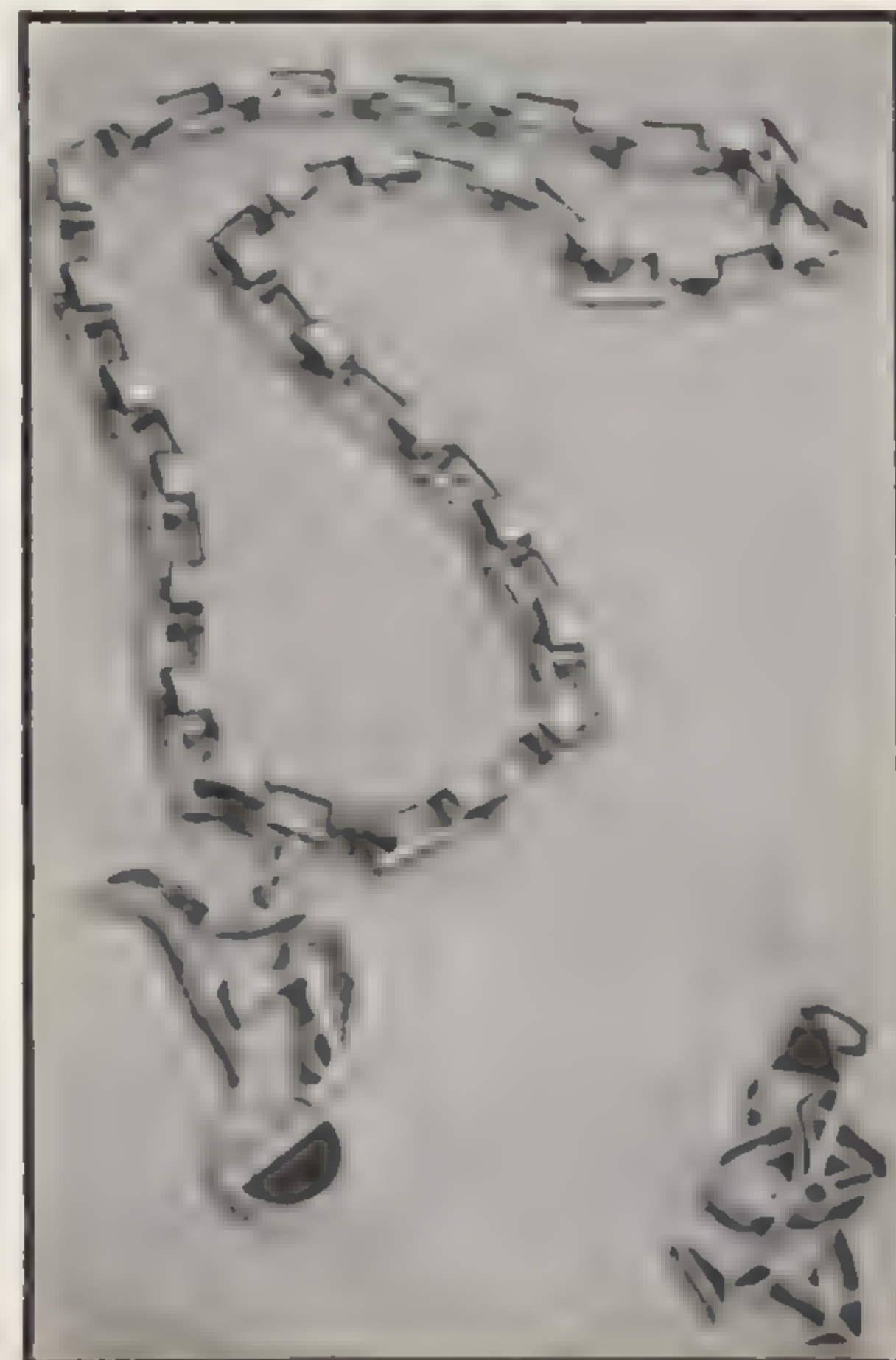
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SPORT CHARMS



Dangly little
chain bracelets of platinum,
from which may be suspended
ever so many good
luck charms, are much seen
this season at smart places.
The bracelet shown is \$83
...charms of plain platinum,
\$34, with Diamonds, \$125.

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AND COMPANY
LOS ANGELES



SAKS-FIFTH AVENUE, NEW YORK



This is a Season of "Surfaces" in Sports Clothes . . .

Sports clothes of thin silks with a roughness . . . of jacquards self-striped or self-patterned, particularly smart in white . . . "Underwear" linen mesh that looks starched . . . silks like pebbled woollens . . . A taffeta jacket over rough silk . . . An unmistakable individuality . . . distinguishing, as always, the sports clothes of Saks-Fifth Avenue.

V O G U E

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SMART FASHIONS FOR LIMITED INCOMES

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Vol. No. 77 No. 10

Whole No. 1412



MAY 15, 1931

THE CONDÉ NAST PUBLICATIONS, INC.

Condé Nast, President; Francis L. Wurzburg, Vice-President; W. E. Beckerle, Treasurer; M. E. Moore, Secretary. Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn./Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonark, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Canada, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$6 a year in advance. Single copies, 35 cents. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

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THERE ARE THREE VOGUES AMERICAN, FRENCH, AND BRITISH

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Alison Settle—Editor of British Vogue



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Semi-Sweet Chocolate with half the usual amount of sugar, depending upon the sweetness of the center, and giving a rich chocolate tang welcome to all palates.

These coatings are readily recognized by their color. Vanilla, a rich seal brown; milk, a creamy chocolate color, and semi-sweet, darker than the others. And the coatings are worthy introductions to the rare and remarkable sweets hidden away inside.

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SEMI-SWEET



VOGUE'S

Eye view of the mode

FASHION is booking us for more ingénue rôles, both in town and on the road. Artlessness is creeping in upon us. Any number of little dresses are worn with light sunburn and rows of soft curls. A faint suggestion of the work of feminine hands is smart. There are tiny crochet shawls that sit tidily on our shoulders, babyish white

crochet sweaters, and funny little turbans of hand-knit crochet lace. All these soft, squashy clothes make you think of the nursery. The newest sweaters are short-waisted and hand-knit like the hug-me-tights we wore when we were babies, and some of the printed evening dresses have little-girl puff sleeves. When we come out of the sea in our hand-knit maillots, we tug on jersey trousers and linen sun hats like those of the children who are building castles in the sand.

We are putting on white dimities for supper and setting them off with the chic, incongruous glitter of ruby and diamond clips. Milk is competing with cocktails, and erudite botanical terms are replacing the argot of the town. Our gardening clothes are blue linen overalls, French workman's blouses, and mammoth cotton gloves. We are fanatics about simplicity and ruthless to pretentiousness. The only convention we are bound to is that of the bridge-making Culbertsons. This is a summer of simpler pleasures, simpler clothes, and bodies made more beautiful with exercise. We are reviving the rural freedom of Early America—and it fits in very well with our modern paganism. The fashion, mark our words, is to do exactly as you please.



CECIL BEATON

Mrs. William Gaston

Mrs. Gaston, the former Rosamond Pinchot, is keen about gardening. On her island in Maine, she spends most of her time digging and grubbing in rough blue linen overalls, old blue lisle polo shirt, and big cotton gloves. Some day soon she expects to abandon New York almost entirely, buy a real farm, and take to country life in earnest.

LESS GREEN GROW THE GARDENERS



THE past two years, since that hurricane roared down the canons of Wall Street, has shown who the rich really are. A whole new crop of millionaires has sprung up. They are the gardeners—those men and women to whom the making and maintenance of gardens is an absorbing passion. The bottom may drop out of copper; yet they know with absolute assurance that in a certain week their elm-trees will begin to leaf out. There may be lechery in high financial places and a train of



misery in its wake; these garden millionaires have their interest of beauty assured—the tulip will drill up through the icy soil and fling its colours on the May wind, the rose bud will uncurl, the peony will display its feathery petals, the lawn will come green again, and, down the garden path, as they have done year in and year out, the battalions of the iris will rush with a flourish of swords.

Because of this assurance, and because there is peace to be found in a garden and splendid vigour in the physical work it requires, more and more men and women are turning to it. America has become so garden-conscious that



By Richardson Wright

we might well halt in the midst of it and wonder how this interest began and how it grew to its present proportions.

Some of us entertain the strange notion that our grandmothers, the charming old dears, were about the first women to show an interest in gardening. We picture them pottering among their roses and nursing kitchen herbs up to succulent abundance and distilling flower-waters and thus being completely contented in their bucolic Edens. Women were in gardens, however, ages before them. Crude, to be sure, but women.

While primitive man was off on the chase, women and children stayed at home and collected fruit from the forest and wild grains from the meadows and grubbed up edible roots with their digging sticks. When the chase

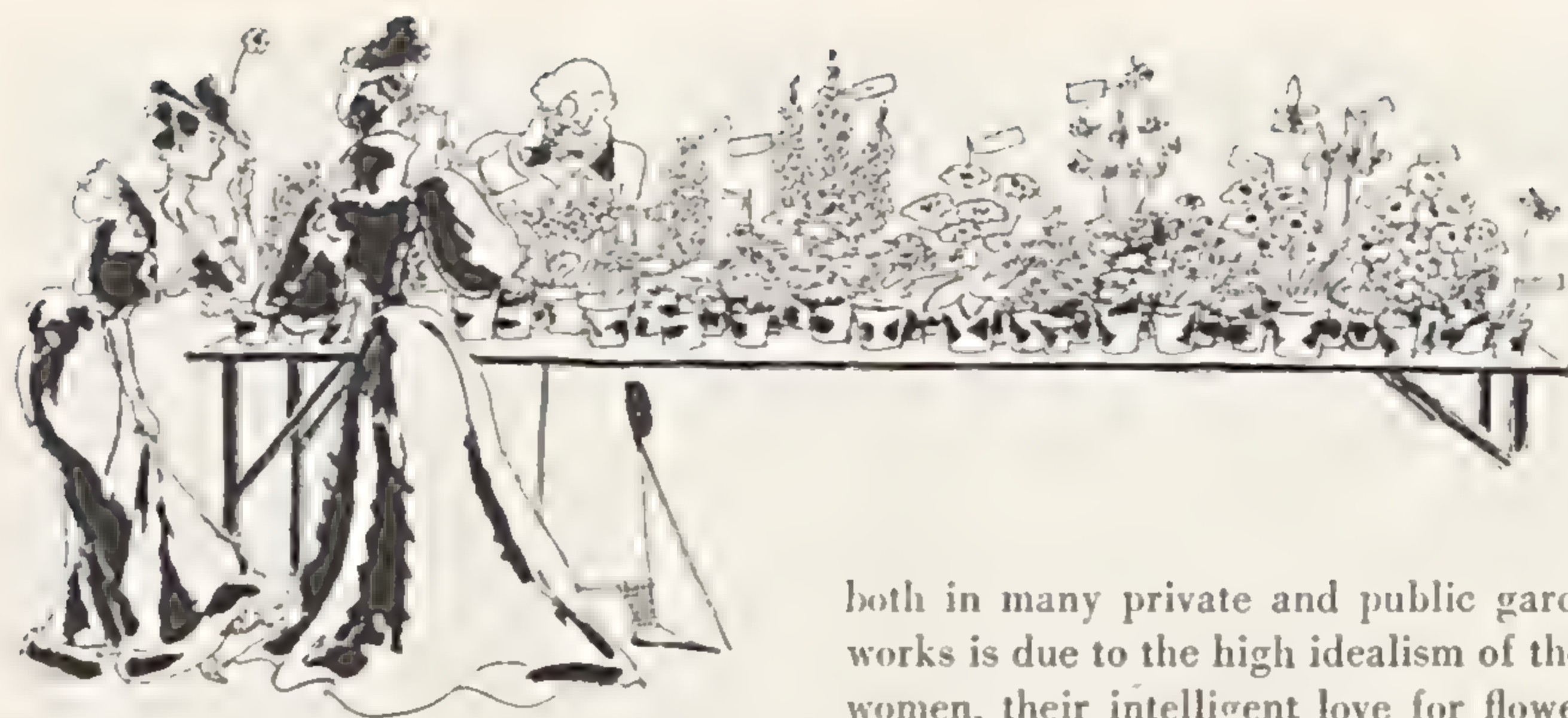
In the course of tribal warfare, the number of men became appreciably less. It was increasingly difficult for a woman to snare a mate. Then one day an enterprising primitive maiden disappeared into the forest on a secret errand. When she returned to the village, she wore a garland of flowers around her neck and she'd tucked a camellia behind her ear. What luck these floral embellishments brought her we can not say, but the girl who first did this was putting on the first flower-show. Polynesian maidens do that very thing to this day.

Between these early beginnings and the latest garden design and the most recent flower-show stretches the arc of centuries, and, in every one of them, women play their garden part. Because his pretty little Median wife wept for



failed and man came home disconsolate with an empty bag, then he condescended to eat this woman's food. Eventually, he got to like it, and, eventually, he settled down from wandering. And when he began to settle in one place, then the woman could fence in her patch with thorns and wattles, and gardening could begin in earnest. She took the edible roots and grains from the wilderness and deliberately planted them in this enclosed area to raise a dependable crop.

the green mountains of her native land, a Babylonian king caused to be reared the famous Hanging Gardens, and the doorways of a thousand "hushed seraglios" in the ancient Near East flashed with the colourful flowers and ripe fruit which were the special care of women. In old Greece, they were the ones who planted the Adonis Gardens—quick-growing seeds in little pots set in rows on the housetops—from which has come our custom of clustering potted plants



in gardens. In Rome, the matron tended her window-boxes. In mediaeval times, she had her special parterres within the castle walls, and many a brown acre was left to the care of women when the men rode forth to the Crusades.

For a very long time agriculture was in the hands of men, and they likewise designed and maintained gardens; women served rather in a decorative capacity. The past ten years has seen women in America advancing to a position of leadership. Evidence of this is found in two active movements—the growth of garden clubs and the raising of the standards of exhibitions at flower-shows.



The Garden Club of America and the various state federations of garden clubs, together representing women of all degrees in all parts of the country, are responsible for a stimulation in garden taste, in the better raising of better flowers, in the more beautiful designing of gardens, in the conservation of wild flowers and our native forests, and in combating ugliness along our highways. The results of these interests, carried through with intelligence, persistence, and ardour, are beginning to be seen in the countryside of America. Indeed the time is not far off when our suburbs and country towns will rival in garden beauty the villages of England. Here and there in these movements you may encounter a solitary male—and very solitary he appears!—but much of the planning, labouring, and final accomplishment

both in many private and public garden works is due to the high idealism of these women, their intelligent love for flowers, and their interest in civic affairs.

The flower-show of fifty years ago was a meagre display compared with those now found in a dozen cities and countless towns. It was usually staged by local florists and nurserymen and consisted of interminable rows of potted plants set on long tables. It was an exhibition of horticultural skill. The plants were shown for the splendid condition in which they had been grown or for their rarity.

With the coming of women into the counsels of these shows, we began to feel a radical change. They started setting up exhibits that visualized gardens or parts of gardens. They showed how plants could be used. They landscaped model homes and made miniature garden layouts. This descent of imagination stimulated interest in garden design.

Meantime they strove to show the proper and wider use of flowers inside the home. Whereas a previous generation had been satisfied with the ubiquitous rubber plant in the bay window and the fern dish on the dining-room table, this new race of amateur gardeners, this army terrible with smocks, plunged into the subtleties of Japanese flower arrangements, of Dutch flower painting groups, and the hundred and one ways in which flowers can be arranged effectively about the home. The jumbled bouquet and the corner florist's idea of what was beautiful were both gently put aside and a new domestic art took their place.

The increased interest in gardening has raised up a new and healthy form of social competition. It is no longer

enough that a woman be mistress of a home in good taste; she must also be mistress of a garden in equally good taste—a garden that shows at least some semblance of thoughtful design and in which the plants are maintained in good cultivation. Let one woman in a suburb demonstrate this horticultural intelligence, and the next spring will see half



a hundred strive to emulate her. Such rivalry in gardens and gardening may seem a petty affair, and yet it is capable of accomplishing many desirable ends. In due time, the general appearance of that community is improved, and with the improvement real estate values are increased. But what is more important is that, vicariously or by intention, women who never before took an interest in gardening find themselves blissfully absorbed in it and hungry to learn more of this fascinating pastime.

In this generation, a woman can not remain blandly indifferent to gardening. She must have a knowledge of flowers, nor is a mere superficial acquaintance enough. She must be able to mouth her botanical Latin like a lady. Just as she must keep conversant with the greater and lesser changes of fashion in clothes, so must she be "up" on the latest creations of the (Continued on page 126)





STEICHEN

A French wine boy's smock inspired this blue cotton crêpe blouse. The dark blue linen trousers are really overalls. The bright red cotton espadrilles and the stitched linen sun hat are also of the earth, earthy. All, as well as the clothes worn by Mrs. William Gaston in the photograph on page 50, are from Best. Garden tools from Max Schling

A queen of spades





YVONNE CARETTE—JAY-THORPE • GOUPY—SAKS-FIFTH AVENUE • MILER SŒURS—THURN

Sleeves are cut off above the elbow

Short sleeves attached to a fichu-cape instead of to the dress—a new trick on this brown-and-white chiffon dress, “Jonquille.” Rose Valois brown-and-white hat, “Fredaine;” Jay-Thorp

Here, the sleeves are part of a tiny double cape that closes in around the neck. It’s Goupy’s “Ca Va” of brown-and-white crêpe. The white bow accents Rose Valois’s brown picot hat

Brown-and-white again, with an emphasis on the white, in a chiffon dress, “Doris.” The cape sleeves reach to the elbows. Agnès’s toque of brown silk tricot has many gardenias; Thurn



BRUYÈRE—FRANCES CLYNE • MARTIAL ET ARMAND—JAY-THORPE • GERMAINE LECOMTE—JAY-THORPE

Long silk coats have short sleeves

Short sleeves, no collar, no lining—"Dandy," is a perfect coat for torrid days. It's of navy-blue crêpe and swings open in front. Rose Valois's picot hat, "Chataigne;" Frances Clyne

An immensely comfortable invention—these short-sleeved coats. This black crêpe remain one, "Choupette," has tiered sleeves and caracal collar. Margot Flourey's black lace straw hat

Unexpected and very chic—ermine cuffs above the elbow. It's "Sans Adieu," of black marocain; Jay-Thorpe. White velvet and black straw make Rose Valois's hat: Bendel



GERMAINE LECOMTE—JAY-THORPE • MAGGY ROUFF—ALTMAN • MAGGY ROUFF—JEANNE AND COMPANY

Plastically moulded into diagonal lines

Beautiful drapery around the waist and a bodice cut very wide over the shoulders giving a short-sleeved effect. It is "Ange Bleu," beltless, diagonally cut, and made of heavy flat crêpe in a gorgeous chartreuse-yellow

Again the waist beautiful is attained by moulding. Diagonal cut releases a flounce that wraps around the skirt and forms a long peplum beneath the bare décolletage. Sky-blue fleur de soie makes this model, called "Ciel d'été"

Petal-pink fleur de soie—a heavenly shade to wear summer nights—is used for this dress with a softly draped bodice and a smoothly moulded hip section that gradually expands into great fulness. "Une Rose," is its name



LENIEF—HATTIE CARNEGIE • LENIEF—HOLLANDER • LENIEF—HATTIE CARNEGIE

Silhouettes broken with peplums and tiers

Garlands of cut-out chiffon flowers with tiny velvet hearts outline the peplum, spirally wrapped skirt, and décolletage strap of "Phrynée." It's of flowered chiffon, printed in delicate tints of beige, brown, and currant

Black lace, embroidered in black—pink lace, embroidered in silver—put the two together, and you have this young dress, "Lamballe." Two tiers jut out below the waist, and two brooches pin the fulness in back

A voluminous cape thrown over the shoulders and hugged close to the throat and two peplums swinging low on the skirt to give a tunic effect—these are the star points of this black lace tulle de soie dress, "Michodière"



CALLOT SOUFS

- "Lolita," a moulded sheath of white marocain with a flare of black tulle, suggests both a wistful Columbine and a vivid Cuban. Short gloves from Alexandrine; posed by Miss Agneta Fischer
- This formal evening dress, "Ariane," of pale blue crêpe romain, bares the shoulders; jewels from Boucheron; posed by Miss Suzette Salen



MOTY NGEN-HUENE, PARIS

MAGGY ROUFF—CHEZ NINON



VIONNET—STEIN AND BLAINE

STITCHEN

• In every age, it crops out—that undying classic line which we call Greek because the Greeks were the first to have a word for it. This time, we find it in chartreuse chiffon, with a girdle of black and chartreuse-green ciré that ties in a large bow at one side. As Vionnet makes it, it is as undated as the Parthenon; jewels from Edwin H. Tompkins

VERY FORMAL FROCKS

Disregard the covered shoulder verdict



Vogue points to increase your chic

THE DICKEY. There's a childlike charm to this linen Peter Pan dickey on Goupy's brown woolen dress, "Ric et Rac"; Bendel. Colette Goupy's hat of white wool-straw

THE GILET-PEPLUM: Schiaparelli thought of this piqué gilet and peplum for "861," of black wool; at Bergdorf Goodman. Schiaparelli's porcelain necklace and Agnès's hat

THE GILET: One of those masculine inventions that make you look more feminine—on the O'Rossen suit, "Les Baloutes," of piqué and brown alpaca. Agnès hat; brown gloves

THE CAPUCHIN COLLAR: White organdie laden with hand-work and cut like a monk's collar—it's on Lanvin's navy flamen-ga, "Fauvette;" a red-and-white sash; Bendel

THE COLLAR AND BOW: Always a refreshing frame for a face—a piqué shawl collar ending in a bow. Lanvin put it on a green jersey dress, "Antilles." It's from Thurn



Piqué, organdie, linen, and crêpe

THE REVERS: On one side only is this Patou rever bound in green. The model, "37," is of black wool. A perfect example of Patou's sailor hat, "Jockey Club"; from Bendel

THE JABOT-COLLAR: A nice way to put white piqué around your neck. It is on Patou's black woollen dress, "Avenue du Bois," with a white check; Thurn. Patou hat

THE BOW: A gay gesture for a cinema dress is this piqué bow on Patou's "Simplicité," a sleeveless dress and jacket of black silk jersey; Saks-Fifth Avenue. Patou hat

THE FRILLED COLLAR: White handkerchief linen in a flower-like necklace tops this Molyneux dress of blue marocain. "9"; Bruck Weiss. The turban is of grosgrain ribbon

THE JACKET LINING AND THE SHAWL COLLAR: Two more good places to put white. This is Molyneux's black and white crêpe marocain ensemble, "81"; Hattie Carnegie



SIX WOMEN

• • In search

of an illusion

SIX women leaned forward, when the mannequin appeared, all looking just like the movie heroine when she learns that her lover has been drowned at sea. What with the limited scope of human pantomime, it is sometimes difficult to distinguish between extreme sorrow and extreme joy. These women, as it happened, were exceedingly well-pleased. All six, moved by the same aspiration towards the beautiful, were visualizing themselves in the guise of the perfect young thing who advanced with undulating grace, raising on her lovely knees the folds of her long gown.

"Le Jardin sur l'Oronte," announced the *vendeuse*, in a contained, respectful tone. As though she were heralding the approach of the Queen of Spain.

"Le Jardin sur l'Oronte" turned, stretched out her beautiful arms and let them soar lazily, like the wings of a bird—her unconscious gesture revealing the way in which the dress was held on around the neck by the scarf. Then, as if she were a Delphic priestess inspired by the first utterings of Apollo, she took a few startled little steps, and all around her slim, long limbs the skirt, straight in repose, unfolded like waves of smoke in the wind.

At which the six clients ordered the dress: the young and pretty one, who could wear anything she pleased; the one who looked like a cornucopia, poised on its point; the one who was determined to have a model from the *grande couture*, no matter what; the one whose hair grazed the chandeliers; the one who had been half-dwarfed from birth; and the one for whom marriage was the only hope.

Not one of them seemed to give a thought to the poor "Jardin sur l'Oronte," or care whether they turned it into a nightmare or a dream; how the scarf would look on the bean-pole; or that the drapery across the cornucopia would suggest nothing so much

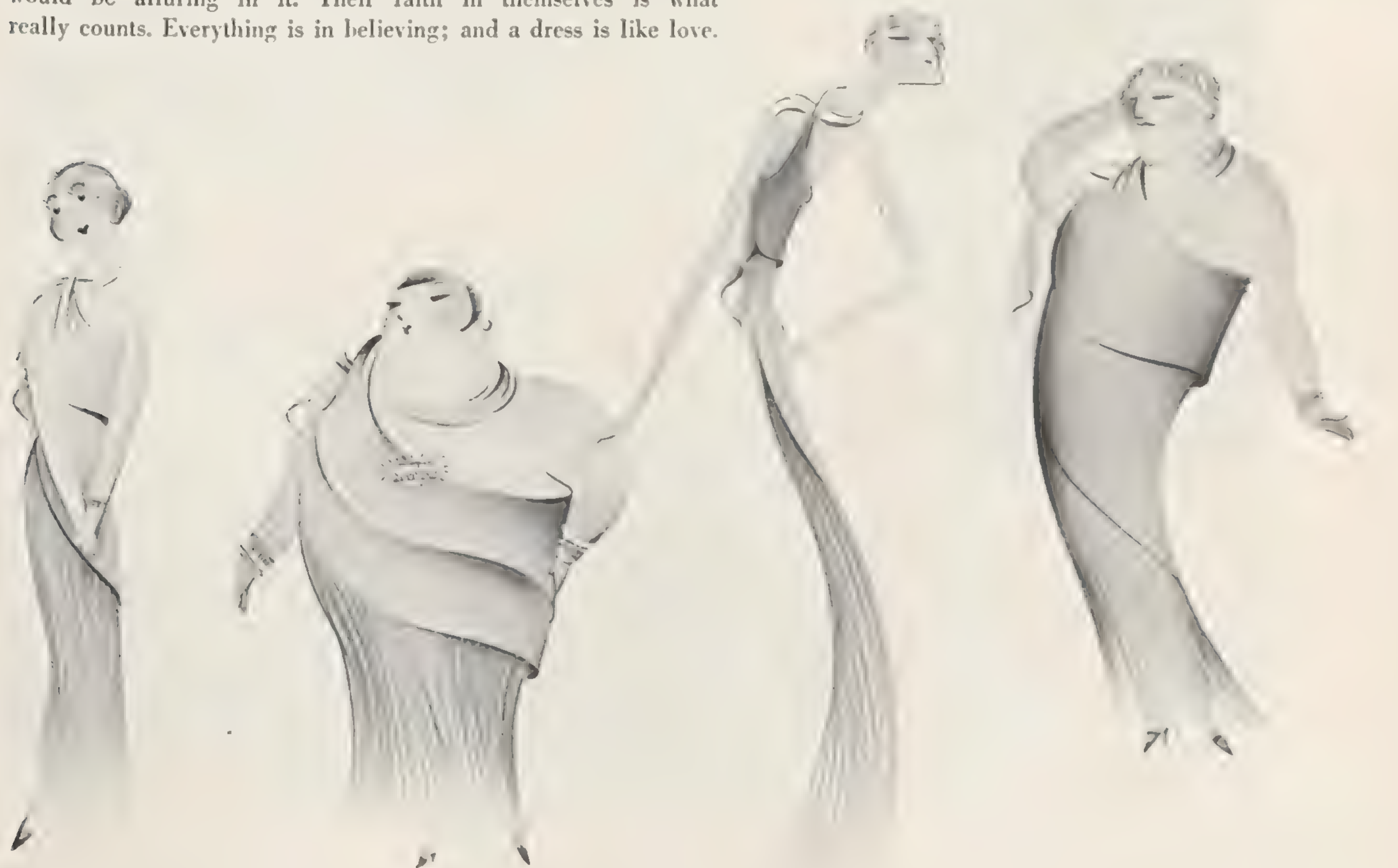


as the napkin spread across the chest of the village mayor at a feast. The little dwarf-like person, on the contrary, saw herself looking deliciously tall and svelte; the foolish one—even more than Nausicaa—felt herself sure of her Ulysses; and the substantial lady on the dangerous side of middle age was satisfied that her daughters would treat her with the proper respect, at last. As it turned out, it was only the pretty one who showed any signs of hesitation, and her concern was all for the perishable qualities of the delicate colour and fragile texture.

Six clients, six orders, five catastrophes. But you can't blame the creator for not having curbed his inspiration before it ever took form and shape. Ought he to kill his youthful fantasy "Gamin," just because he knows perfectly well, in advance, that it is going to be seized upon by all the least boyish-like of the ladies who flock to his house? Is it up to him, the creator, to govern the imprudence of those who, after all, come more in search of an illusion than a dress? Ought he to tell them, cruelly: "You are too small. You are too old. You are too ugly. You have no right to my fairylike creation, my miracle. I work only for youth, for perfection of line, and for beauty of face."

When it comes to making a choice, does he, himself, actually, know how to choose? What human being is sure of his choice? Who has the courage coldly to contemplate himself in the mirror or coldly to examine his conscience?

Not to know oneself. Who can say whether that is the worst psychological error or the greatest social good? Happy is he who can identify his dream with himself and make a life out of a mirage. The important point is that the women who ordered the model to which they had no aesthetic right could believe that they would be alluring in it. Their faith in themselves is what really counts. Everything is in believing; and a dress is like love.



EXTERIOR DECORATION

The new garden furniture



1. Natural wicker chair, red accents, lacquer-red cushions; Chintz Shop. Folding cake-stand; Alice Marks
2. Black lacquered reed settee, covered in blue-green fabrikoid; Macy's. Blue-green metal coffee-table; aluminum legs; from the Arden Studios
3. Poiret tea-set, black, rose design; painted black table; Alice Marks. Dining-table, metal base, black bakelite top; from Lord and Taylor

NOW that the age-old tug of spring drags the whole world out-of-doors, porches and terraces and gardens must be put into their new clothes. Like the new clothes, the new terrace furniture shows a marked trend toward trim design and bright colours. A case in point is the lime-green stick reed furniture that you see on the opposite page, which is from Ruth Campbell Bigelow. The pleasant soft greens of its flowered linen covering make a very modern and distinctive background for the evening clothes of the moment. Incidentally, the lady at the left of the scene on the opposite page wears Augustabernard's dress of plain chiffon with inserts of lace in the same colour. You will notice it has the new covered shoulders. The other young woman wears Norman Hartnell's gown of pale tea-rose taffeta, which has a long, fitted bodice accentuated by smocking, short puff sleeves, and a standing collar. Both of these models are from Bonwit Teller.

But to return to porch and terrace furniture. As we were saying before we went off on the subject of dresses, the new wicker furniture seems to be painted in more alluring colours than ever and upholstered in countless amusing new materials. At Lord and Taylor, the galaxy of colour combinations—most all of their own exclusive design—is quite staggering. One Basque-blue set with cushions covered in eggplant coloured linen welted in Basque-blue provoked our wildest enthusiasm. Another bottle-green set had light green linen coverings. A third was painted white with rattan bindings in emerald-green and black, the cushions being covered with black canvas welted in bright green. One material that was excessively smart was a black satiny "Permatex" with an all-over design of modern magnolia flowers. This was used on a black wicker settee.

At James McCreery is an immensely good-looking porch set—bright lacquer-red with cushions covered with a grey, white, and black plaid fabric,

called Bozart cloth. It is one of the newest materials on the market and has a woven homespun effect. There are stripes as well as plaids.

If you want to make your old furniture look like new, try massing plain colours against contrasting plain colours. The effect is very modern. For instance, paint the wicker in lime-green and reupholster the cushions with bright yellow sunfast linen. "Permatex" comes in a subtle variety of attractive plain colours that will give you new ideas. This is a water-proof, washable, and sunfast fabric, as you may or may not know, and is ideal for terrace and porch furniture. There are also many other canvas and water-proof, sunfast fabrics that are equally smart.

White, this year, is just as much of a rage out-of-doors as it is indoors, and there is a chaise longue of white sheet nickel that is tremendously smart, very comfortable and has rubber-tired disk wheels, which I saw in the shop of Olivette Falls on Madison Avenue. Flowered materials are best when used in combination with plain fabrics. An occasional chaise longue or glider covered in flowered fabric gives a nice note of variation to a group of furniture covered in a solid colour.

Victorian iron furniture is back on the terrace and in the garden. Edward Barto, on Lexington Avenue, has a most amusing assortment. His iron lily-of-the-valley settee is irresistible. The flowers are painted in cream colour, the leaves and the rest of the bench in green. Small iron tables with transparent glass tops and flower-pots underneath are also to be seen at this shop. They are offered in bridge or dining-table sizes. Nothing could be smarter for a penthouse dining-table than one of these, which is six-sided, has a glass top, and sansevieria growing in a container underneath.

Furniture designed solely for penthouses is becoming more and more amusing. Lord and (Continued on page 131)



AUGUSTABERNARD AND NORMAN HARTNELL MODELS FROM BONWIT TELLER • FURNITURE DESCRIBED ON OPPOSITE PAGE

All the accessories for an evening on the terrace

COLOUR REACHES
TO THE GROUND



• A shoe in the new dark ox-blood red may pick up a red fleck in a tweed, or grey, greyish green, or beige might be the colour. Calf and lizard combine in this Richelieu

• The afternoon shoe should blend, to avoid a distracting colour note. This pump, "356," is of kid with fine lizard heel and incrustations. A Tollmann crêpe costume



• Take dark green in your stride, this spring. This pump, "353," is of kid with a motif of lizard. The green drives home the colour of hat and scarf. Chantal suit

• Smartest for seashore wear is a moccasin like that of Norwegian leather on the opposite page, matching belt and shirt of Jane Régny's white jersey "Yachting Club"

• With white so important in prints, white enters into the town shoe. Here (opposite page), black patent leather combines with white antelope. Irène Dana suit





PERUGIA



DUCERF-SCAVINI

COLOURED SHOES ARE STEPPING INTO FASHION

OUR fashion horizons are widening, letting colour slip in at unexpected points. Already, we are wearing more vividly coloured dresses and hats; next, we shall put on coloured shoes as a matter of course. Not to complicate the colour problem, rather to simplify it and to confirm the already existing scheme.

Smart Frenchwomen began wearing coloured shoes in the country. They found that these fitted in logically with their three-colour sports clothes. Now, all the big Paris *bottiers* are making them for sports and for town.

The minute colour touches anything you wear, it wipes out all superfluous detail. Sports shoes and town shoes, in colour, are of the simplest, most classic forms. The pump, the Oxford, the Richelieu. Coloured sports shoes are clumsy, workmanlike, matter of fact; done on the Oxford theme. They are made of thick, rough, spongy leathers. The colours are deep, but they can be strong, to sustain and prove the colour accent of your outfit. The morning sports shoe, to wear with town woollens or tweeds, is built on a walking last. It can be a pump or a Richelieu, of calf or of kid, combined with lizard if inconspicuous.

The colour of the morning town shoe is invariably subdued, but it may be red or blue or green—to match the costume or to repeat the accessory colour accent. The afternoon shoe in colour is of the simplest, most restrained, and delicate type. The more inconspicuous, the better it is. Its object, as a general rule, is to blend. Usually, it is of kid, discreetly encrusted with lizard or patent leather and distinguished from the walking shoe by finer leather and more finished workmanship. Often, it will repeat the predominating colour of a print.

Very new, for formal afternoon, is the Richelieu of heavy crêpe marocain or dull silk rep. Smart Frenchwomen are ordering this shoe from Perugia, particularly to wear with prints. Sometimes, it is in black; often, it appears in sombre shades: dark brown, dark green—so dark that it looks black—, and a dark navy-blue. Greco, by the way, is showing a dull black crêpe afternoon pump with a narrow patent leather edging and heel.

Blue shoes will be worn at resorts and in town. They are particularly right for yachting and the beach. With blue-and-white yachting pyjamas, (Continued on page 106)



J. SUZANNE TALBOT—BERGDORF GOODMAN

DINNER JACKET ENSEMBLES

• Another of man's sacrosanct possessions has gone over to women—the dinner-jacket. It's the sort of thing you slide into—though you won't look as though you slid—when you're dining at home. It is not too manly when of silver lamé, as J. Suzanne Talbot handles "290" (see the opposite page), and worn over a black satin dress. Both the jacket, which has black bindings, and the dress have strass buttons

• Only the eagle-eyed would guess that the ensemble you see at the right is bifurcated. So cleverly has Molyneux cut this white georgette crêpe pyjama, "114," that its identity is rather baffling. Arrow-shaped incrustations are points of fantasy. Topping this costume, and adding just the right note, is a lamé jacket with silver threads glinting through. A rose on the shoulder is a reversion to femininity



MOLYNEUX—SAKS-FIFTH AVENUE



SCHIAPARELLI—BONWIT TELLER • LOUISEBOULANGER

Shantung, printed and plain, is invading town



MODELS FROM JANE RÉGNY

The sweater and gilet shorten up for sports

- The sports sweater shortens at the waist and closes in around the neck. Here (above, left) is a chic example—Jane Régny's, "61," red, machine-knitted, but suggesting hand-knitting
- The new sports jacket is cut on gilet lines, about three inches shorter than last season. "Champion" (centre) is of light-weight green wool, worn with a white crêpe dress; from Best
- "Country Club" (right) is double-breasted, with a belt at the back. It is of plaid woollen in orange, brown, and yellow—gay with the white crêpe dress; dress from Saks-Fifth Avenue
- (Left, on opposite page) Two metal clasps clamp the ends of the hip yoke on the sleeveless dress of this beige-pink shantung ensemble, "901," then slip through buttonholes on the bolero
- (Opposite page) As carefully tailored as a woollen coat is this of green shantung with a tiny black design. A dress to match and a cotton jersey-lace scarf complete the ensemble, "571"

WE are going white, this summer. After all the talk there has been about it, hither and yon, so much is pretty well common information by now. But, like most sweeping statements, it has a catch to it. We are not going white as a sheet, or white as the snow, or in any other way imitate a costume more religious than smart. There is to be method in our madness for white. And the method, which is the catch previously referred to, is to combine white with colour.

And there is no smarter example of the art of colour contrast than the dresses and sweaters illustrated on this page. Over the pristine freshness of the perennial white dress that annually delights the American woman's heart in a new version, are worn this year's protagonists of the sweater dynasty. These sweaters are as new as the year 1931. Some of them are high in the neck, which gives them that broad-shouldered look immortalized by Marlene Dietrich. Some of them are little coats that button neatly up a lovely torso. Other jackets are double-breasted, giving one's figure that dashing look of a handsome young guardsman that we have all come to treasure. All of them are shorter in the waist than anything we have hitherto seen in garments that go by the name of sweater. Some of woollens, some of vivid knitted yarns, and some in stripes and plaids. They make a dress a little more of a costume than it could possibly be without these careless, perfect, little additions. They add interest to the design of a costume, and they add charming and naïve colour to white. Ladies and even gentlemen, I am sure we are all glad to welcome back to our midst that delightful dilettante, the sweater.



SHANTUNG PYJAMAS FROM SAKS-FIFTH AVENUE • INFORMATION CONCERNING PROPS ON OPPOSITE PAGE

Beach props and pyjamas for a seashore set

COMFORT-BY-THE-SEA

The life of the cabaña

THE beach, these days, is the seventh heaven of ease and comfort. It's the place to relax, to do nothing, to fling yourself down under a simmering sun and be yourself. Your clothes and every prop must keep that in mind.

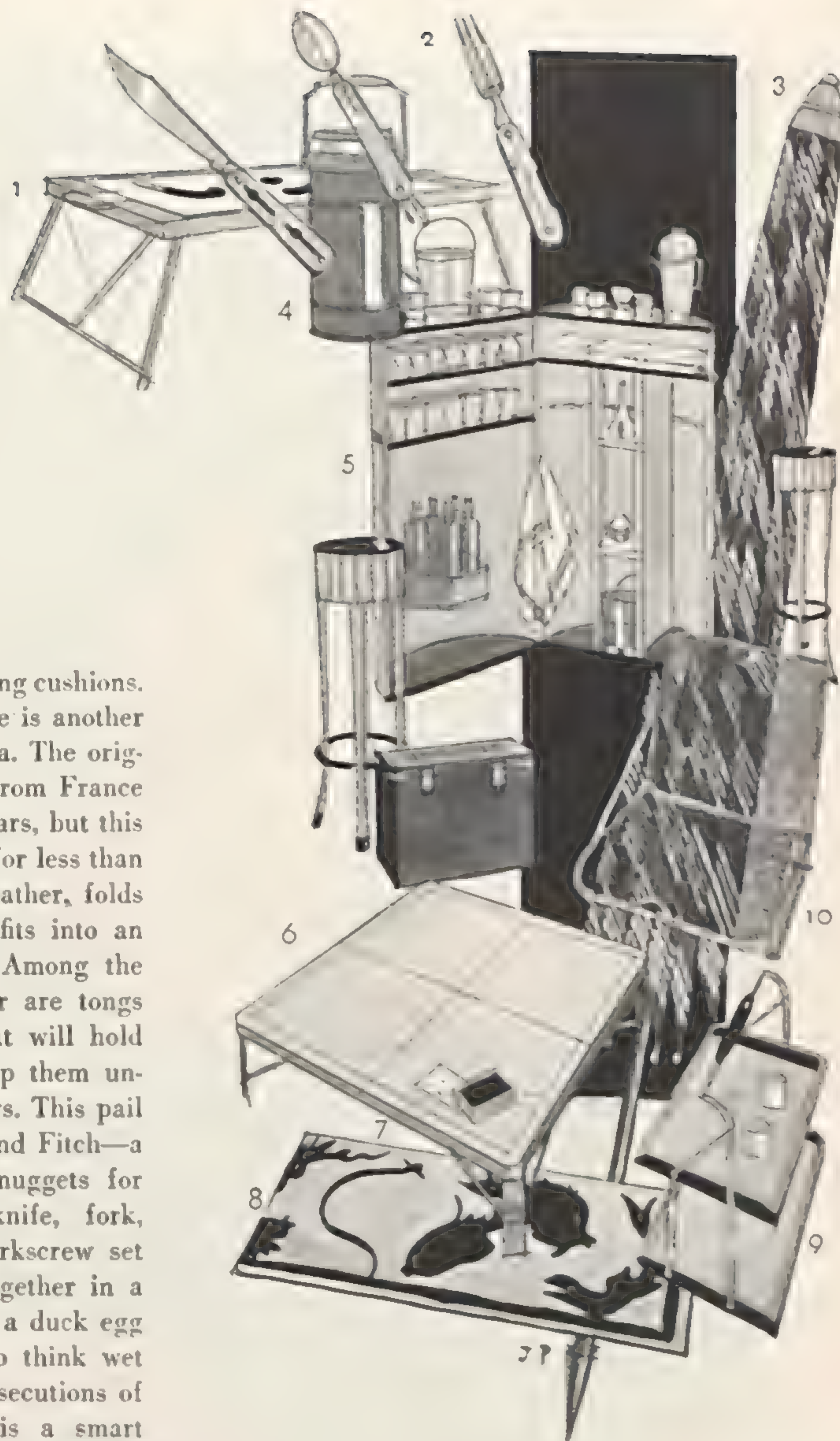
When you're not in a bathing-suit, you're lounging in the comfortable recesses of pyjamas. Large, roomy ones like those white shantung ones of Marcel Rochas's, shown on the opposite page. These are held up by a big black patent leather belt, which accents the black jersey shirt and contrasts with the yellow shantung bolero. You will find these at Saks-Fifth Avenue. The other props in this scene are a chair that's adjustable to various stages of reclining and a table of water-proof green fabric with two deep pockets closing with a Talon fastener, into which you put all your bridge accessories. Both are from the Chintz Shop.

The very sanctuary of all this comfort is the cabaña. Out on Long Island, where the Sound has become unpopular for bathing, the Creek Club has built a large pool and surrounded it with cabañas. In the bright sunshine, they make a brilliant set—all painted alike in bright yellow on the outside, and bright green-blue inside, and, as each individual owner has decorated hers according to her taste, the mise en scène is quite dramatic.

Each cabaña has two showers, two dressing-rooms, and a combination living-room and porch. For this porch room, the wicker furniture should be light enough to shove around easily. If you want to keep anything under lock and key, you will need a piece of furniture that has a cupboard below and shelves above for books and magazines. A glider is a grand object upon which to fling oneself down full length, to read or to sleep. Extremely comfortable

ones are now made with spring cushions. The bar shown on this page is another good accessory for a cabaña. The original of this was imported from France and cost a cool trillion dollars, but this excellent copy may be had for less than \$200. It is as light as a feather, folds up when not in use, and fits into an unbelievably small space. Among the essential props for the bar are tongs and a thermos ice-pail that will hold three trays of ice and keep them unmelted for twenty-four hours. This pail comes from Abercrombie and Fitch—a place that is a mine of nuggets for cabaña requisites. The knife, spoon, can opener, and corkscrew set that folds up and locks together in a container about the size of a duck egg is most practical. You who think wet matches are one of the persecutions of life on the beach—here is a smart English match-box that is a round chromium case with a revolving lid, which keeps the salt air away from five hundred and fifty—count them yourself—matches. A pewter and copper Rumi-dor is another good suggestion.

Since the chief "business" of all characters on any beach set seems to be playing games, the cabaña without a repertoire of such pastimes would be a complete flop. Some excellent suggestions from Abercrombie and Fitch are a quoit table that folds up; aluminum playing-cards that will prevent any wind from taking a trick; an exciting indoor hockey game that is played on a table that you can fold up and put out of the way after the game is over. One of the most brilliant inventions ever thought up for beach use is a bridge table, the legs of which may be either regulation height or folded down to a height that is just right when you're lounging on the sand. As well as the aforementioned virtue, it (Continued on page 136)



1. At the tiptop of this miscellany of beach props, you see a new table hockey game; Abercrombie and Fitch
2. A fork, spoon, knife, can opener, and corkscrew that fit into a tiny container; Abercrombie and Fitch
3. The Italian beach umbrella is brilliantly striped; Abercrombie and Fitch
4. Chromium thermos ice-pail and tongs; from Abercrombie and Fitch
5. The wicker bar is replete with essentials; including two stools; Baphé
6. Bridge table; legs of regulation height fold down; Alice Marks
7. Aluminum playing-cards for bridge enthusiasts; Abercrombie and Fitch
8. Beach rug; Nancy Lincoln Guild
9. Folding serving tray; Alice Marks
10. Here is a chair for the sand, of wicker and cane; leather straps; folds up and is carried by handle; Baphé



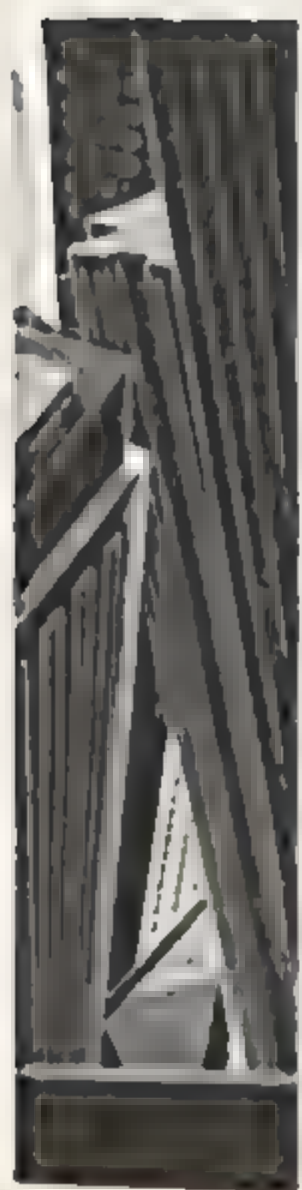
HOYNINGER-HUENÉ, PARIS

Mrs. Michael Arlen

• Mrs. Michael Arlen, the former Countess Atalanta Mercati, is the beautiful wife of the well-known author, whose book, "Men Dislike Women," has been published recently. She and her husband and very small daughter divide their time between Paris and their villa, "Fiorentina," at Cannes

Portrait of a Lady on Park Avenue

• By Michael Arlen



IS IT of any importance to know her name? Well, let us call her Consuelo. No, there are too many Consuelos—tall slender women with tranquil gestures who merge into the atmosphere of panelled rooms like the echoes of forgotten waltzes.

Then let us call her Drusair. You will say that is no name for a lady but for a pirate's daughter, and you will be quite right, for her father was a Power in Wall Street. And so he died in the odour of sanctity leaving a million dollars multiplied by so much. And Drusair got the lot.

Is it of any importance to know her age? Well, she still remembered her first lover. What else? Oh, Drusair, what of your soul? Well, emotionally she was unimportant, like a play by Mr. Noel Coward, but her construction was faultless, like a play by Mr. Noel Coward.

But we are forgetting one thing. Drusair was beautiful. Oh, Drusair, who but you in all the world can wear slender loveliness with such poignant grace?

Now one evening not long ago Drusair was dressing for dinner in her apartment on Park Avenue. I shall not describe it, for what would be the use, since you and I could never afford such an apartment? Let us say merely this—Drusair did not own one Marie Laurencin. It was by such touches of sympathetic originality that she made Englishmen suspect her of being clever.

Having bathed, she was at the stage of dressing when stockings look absurdly charming. She sat at her dressing-table with crossed legs. Drusair's legs were known not as legs, but as the Pride of South Carolina, and they were so beautiful that it can be said that she was attached to them spiritually rather than physically.

Her English maid, Jenkins, fearing Drusair might catch a chill, covered her with a wrap of white lamé fringed with a couple of dozen or so of ermines. The telephone bell rang.

"A gentleman," said Jenkins, "to speak to you, madam."

Drusair was looking at her finger nails, which were polished and coloured in a normally barbaric way.

"From London," Jenkins added.

"Name?" Drusair said.

"He gives no name, madam."

"Then how, Jenkins, do you know he is a gentleman?"

"His voice is English, madam, and he must have money to call from London to New York."

"Jenkins," said Drusair, "you are a dear."

"Thank you, madam. What shall I tell the gentleman?"

"Tell him I am not at home if he won't give his name.

Shall Britannia waive the rules? Never, Jenkins!"

"Very good, madam."

Drusair looked deep into Drusair's eyes and lightly used a pencil.

"And what did your gentleman say, Jenkins?"

"He just sighed, madam."

Drusair smiled, and you at once understood why men and dogs followed her about in great numbers. But she preferred horses.

"Do you think, Jenkins, I have made him unhappy?"

"Men sigh very easily, madam."

"That is true, Jenkins. Men sigh very easily. But women have one wonderful gift."

"What is that, madam?"

"They can forget pain. Where am I dining to-night?"

"With Mr. and Mrs. Harrison Williams, madam."

"Give me the white Patou and the rubies. I should like to look my best to-night. It is an anniversary, Jenkins."

"May I ask of what, madam?"

"You would disapprove, Jenkins."

The telephone bell rang.

"London calling again, madam."

"Ask for his name, Jenkins."

"He has given it, madam."

"Well?" said Drusair.

"I scarcely like to tell you, madam."

"Come!" said Drusair.

"Drusair's Folly was the name he gave, madam."

"Give me the telephone, Jenkins. And you may leave the room."

"Drusair?" said London.

"Yes?" said Drusair.

"Drusair's Folly calls Drusair. Are you glad, my darling?"

"Napier," said Drusair, "will you never grow up?"

"But, Drusair, wasn't I *actually* Drusair's Folly? Can you deny it, angel?"

"Yes, I was foolish to marry you, Napier."

"'Greatest American Heiress Weds Playboy Englishman Motor-Racer.' Remember the head-lines. Drusair?"

"How we laughed! But I am glad I divorced you, Napier."

"Have you been in love since, my angel?"

"Oh no! Having loved you I know enough of love to last me a lifetime."

"Do you remember, Drusair, I told you we should remain lovers and not marry? Do you remember what marvellous lovers we were?"

"Until we married, Napier." (Continued on page 132)

SEEN ON THE STAGE

by David Carb

PEOPLE of various parts and degrees are asserting that George Arliss is "ruining" the pictures for them. They say that, after seeing his polished craftsmanship, they find other screen performers crude and amateurish, so they attend the pictures much less often than before the expert Englishman deserted the footlights for the kleigs.

Such offerings as "The Barretts of Wimpole Street," "Grand Hotel," and "Private Lives" are conceivably doing the stage similar disservice. Especially the first. Its nostalgic charm, so beautifully conveyed by Katharine Cornell and the actors who assist her, lingers long after the last curtain has fallen; not even the glare and the blare of Broadway can dispel it. One takes the fragrance of that nostalgic loveliness into other playhouses, and the exhibits therein seem, by comparison, brasher, more uncouth than they really are. Certainly, that has been the experience of one playgoer and probably explains why he is able to discern so little merit in the four new productions that arrived in New York during the past fortnight. (Four of the characters from "The Barretts of Wimpole Street" are

MORTIMER OFFNER



TALLULAH BANKHEAD. A NEW SCREEN RECRUIT



MITCHELL

MARY PHILIPS IN "THE HOUSE BEAUTIFUL"

shown in the photograph on the opposite page: left to right, Dorothy Mathews, Charles Waldron, Margaret Barker, and Katharine Cornell.)

Of the four plays, three were written by Europeans. The sole American offering is the work of Channing Pollock. There may be something symbolic in that—and in the fact that one of the transatlantic pieces was adapted and another "arranged" by residents of the United States. But the concern here being primarily with the impressions received during a rapid two hours in the theatre, we must curb our inclination to delve into symbols.

"THE HOUSE BEAUTIFUL": For patriotic reasons, and for no other, the American play is placed at the head of the list. Pollock calls it "The House Beautiful"—suggested by a passage in "The Pilgrim's Progress"—, as unenticing a title as the history of drama affords. It tells the story of two small-town people and their aural love. Many fine dramas have been built on that foundation, but this happens not to be one of them. That is largely because the author has not been content to portray the progress and growth of the love of Jennifer and Archibald Davis—a growth that even the latter's death does not stop; he has felt impelled to inject into his play what he doubtless considers "significance"—bits of the Galahad legend shown above and behind the mantel-shelf with Archie in the rôle and the chain mail of the spotless knight. One can not help asking: Why Galahad?

If Channing Pollock thought he must have visual symbolism to parallel and point his love-fable in "The House Beautiful," why did he not use Lancelot and Elaine, Abélard and Héloïse, any one of the great love-stories of the world? There would then have been some excuse for the armour, the rococo sentiments, and cavortings over the fireplace, even for having the dead husband appear at intervals to direct the thoughts and actions of his living wife. At the Apollo Theatre, the flash-backs to another age and dress merely break the emotional continuity. For, in spite of



VON HORN

PORTRAITS FROM "THE BARRETT'S OF WIMPOLE STREET"

the lush sentiment and the platitudinous approach and phrasing, the story of Archie and Jennifer would be affecting if it were not interrupted.

Pollock's work gives the impression that he is not primarily interested in writing a play, that he is chiefly interested in painting a moral and overadorned a simple tale. And he seems to have done it this time with gritted teeth. So "The House Beautiful" emerges a preachment wallowing in bathos, with elaborate and extraneous trappings lugged in now and then.

Yet, after all, it may be canny playwrighting. For there are, as every one knows, great numbers of people who can find glamour only by reading into their lives something not there; such people will endow their own love—at least while sitting before the play—with the purity, the faith, the complete immersion in each other of the lovers on the stage. Those patrons may even derive elation from such philosophical lines as "Life's a merry-go-round; one steps off and the other steps on"—a fair sample of the height and the depth of the whole drama.

"The House Beautiful" profits immeasurably by the production Crosby Gaige has accorded it. Under the expert and imaginative baton of Worthington Miner, who, in a short time, has become one of our foremost directors, talented actors lift the play far above its natural level. Mary Philips as sweetheart, wife, mother, widow, traverses the distance between youth and age remarkably, endows each with its proper esprit, with tenderness and charm. Most of this season, she has been playing in a hearty, rowdy farce and has been one of the chief causes for its success. The transition is astonishing, all but unique; it marks her as one of the few players in our theatre who possess understanding, sincerity, and true versatility. James Bell plays Archie, the gentle clerk the author would have us believe is a Galahad in modern dress—he is the same young man who, a year ago, enacted the hardened criminal who marched to the electric chair at the close of the first act of "The Last Mile"! His range is thus as wide or wider than Miss Philips's. And his understanding and sincerity equal hers. The word "support" (Continued on page 104b)



LILY ELSIE



GINA PALERME



GLADYS COOPER

• The sketches of these drenchingly lovely creatures—Lily Elsie of the pool-like eyes, gold hair, and “Dollar Princess” fame; elegant Gina Palerme with the impossibly long and curling eyelashes; Gladys Cooper, the disconsolate blonde with the almond-shaped nostrils; and, on the opposite page, the irresponsible and sensationally beautiful Gaby Deslys—are reprinted, as well as the text on the opposite page, from *THE BOOK OF BEAUTY*—the recently published work of our young English commentator, Cecil Beaton

FOUR STARS in WALTZ TIME

by Cecil Beaton

HAVE ladies ever been more lovely or more exciting or more important than the ladies at Daly's Theatre or the ladies at the Gaiety, in the days when Mr. George Edwardes imported musical comedies from Vienna, when the voluptuous waltz tunes were written by Lehar and Leo Fall, and when the Misses Gladys Cooper, Olive May, Pauline Chase, Blanche and Doris Stocker, Denise Orme, Sylvia Storey, Madeline Seymour, Billie Burke, Julia James, and the Dare sisters were small-part actresses or members of the enchanting chorus?

In those days, there was a whole-hearted plot to the operetta, the players were put through the gamut of romantic emotions, every one meant everything in real earnest. In "The Dollar Princess," surely the triumph of realistic scenery reached its climax, for never before or since have the settings by Harker been more elaborate, with the stone garden ornaments flecked with spots of painted sun and the idyllic overhanging trees woven with netting. And never was there such a riot of flora, with rambler roses made of linen superimposed upon the rambler roses cleverly painted on canvas; perspective was brilliantly assumed, and the blue distances on the back-cloths were eternal summer afternoons.

In those days, too, the leading lady was all-important, and how well her entrance was worked up! The male chorus was really male, and they sang lustily in their glorious uniforms, with inflated chests and outstretched arms, pointing with gloved hands to the top of the magnificently hydrangeaed staircase at which the heroine was to appear. This was the period par excellence of stagy loveliness, the colour schemes were by Comelli, actresses were really "actressy," painted dolls with arch smiles, with musical intonations even to their speech, and, always holding artificial roses, they were utterly mistresses of every situation.

MISS LILY ELSIE: Queen of these glamorous creatures was the drenchingly lovely Miss Lily Elsie. Her name alone conjures up visions of flowery artificial-

ity, of theatrical fragrancy. How well did she know her business! No one could ever be a more perfect leading lady. In those days, it was right that leading ladies should be full of airs and graces and affectations; they talked with a slight French accent, for some inexplicable reason, not as if a French person were trying to talk English, but as an English person trying to talk French.

Everything went to make Miss Elsie the most magnetic figure of her time: her face, so essentially luscious, with eyes like lovely pools or huge scars stretching across the width of it; melting, bursting, bee-stung lips; silly, sad smile; her profile flawless, so very English, so very Grecian; her figure like a Tanagra; her movements and walk like those of a water-carrier, her eyes saxe-blue, her hair acid-gold! And in those days, musical comedies were fashionable and new. Every one was excited and delighted, and people felt particularly lucky to be seeing Miss Elsie in person on the stage, for it was well known that she was called the "occasional actress" and often did not appear.

It was said that she was the Princess of Ruritania even in private life, and she demanded long holidays. The papers were full with actual photographs of Miss Elsie—leading the simple country life; driving a plough; on a veranda with her pet collie dog; posed in a sun-bonnet by the sun-dial; on a swing; picking rambler roses by the tennis-court; wearing a very feminine Nattier-blue tailor-made suit or a dress of lace with a full-blown rose tucked in at the waist-band; smiling with sad eyes, head slightly tilted, and one foot pointed limply at the side. In the arbour, her smile was more theatrical than ever, and, in the sunlight, her hair even more acidly gold than in the limelight at Daly's.

Miss Elsie was the toast of the town during the run of many glorious musical comedies that followed the sensation of "The Merry Widow." Enormous Foulsham and Banfield photograph heads of Miss Elsie were to be



GABY DESLYS

seen everywhere, "The girl brought to mind by every band." It was said that not even a village fair was complete without at least a couple of steam-organs playing *The Merry Widow Waltz*.

Never, surely, has the dressmaker's art soared to such heights as in the dresses of this period designed by that delicate genius, Lucile. Of all the costumes of all the ages exhibited in the London Museum to-day, the Lucile creations of this period are the loveliest. They are mostly built on Empire lines and are of an unique elaboration. Pastel shades and sweet-pea colouring were used with triumphant precision, drapery of filmy chiffon was weighed down with embroidery of almost incredible delicacy, the hems of underskirts revealed sprays of silver-thread wheat and lovers' knots of blue.

Miss Lily Elsie and the other lovely ladies of Daly's were at first under contract to be photographed by Foulsham and Banfield exclusively, but the prerogative passed to Rita Martin, and the pale terra-cotta loveliness of her photographs is (Continued on page 128)



STEICHEN

LOUISEBOULANGER—HATTIE CARNEGIE

A dress in a new category

• It looks a little like artificial moonlight in a dark garden. It is made of coarse black-and-gold net in irregular stripes. It's the kind of dress that the gods, that is the designers, have given us this year, in which we can be very, very grand or very, very informal. Frances Williams wears it.



EVENING GLOVES ARE SELLING SHORT

HERE BEGINS VOGUE'S PORTFOLIO

for limited incomes

• Economy's the bunk
If it leads you to junk.

• A chic ensemble was not built in a day.

• Chic depends not on the purse, but on the person.

• One of the most powerful impulses to chic is to be just a little in love. Whether it be a small passion or a grande matters very little. It costs nothing, and it keeps the appearance toned up.

• Handsome is as handsome does make up.

• Evening gloves are now selling short—a good break for the limited income.

• It is an ill coiffure that can not blow and still be good.

• Dress in haste and repent at leisure.

• If there were no lipsticks, woman would manage to invent one.

• Only a great beauty can afford to look unhappy. Tragedy is chic, but discontent is dowdy.

• Never say dye—if fabrics aren't worth it.

• When buying stockings, remember—sheer to-day and gone to-morrow.

• A great beauty is like a piece of Sheffield; when the silver is worn away, there is left the baser, but stronger metal that holds the vessel together; in a beauty, this metal is called character.

• One white evening frock with coloured jackets

Is best of all the summer rackets.

• Almost any woman can tell the difference between a good dress and a poor one, but only a very few can pick the one exciting dress from a rack of good ones. Yet, therein lies the difference between a nicely dressed woman and a woman with chic.

• Gloves tight and unwrinkable
Are simply unthinkable.

• Don't try for too much variety. Remember mass production and mess production are sometimes synonymous.

• The sins of omission are better than those of commission when it comes to dressing.

• No one cares what you spend; it is how you spend it that counts.

• A little eye shadow promises
An early visit to Saint Thomas's.

• If you think in terms of bungalow aprons, yours will be a bungalow-apron existence. Pay your bills on the first of the month, but in spirit live way beyond your means.

• Dusty shoes

Give men the blues.

• No budget is workable unless it allows for some pet extravagance.

• One ancient family retainer with personality can lend more style to a house than a dozen liveried footmen.

• To be chic, a dress must be so simple that it needs no adjusting; too many hooks spoil the thought.

• If you have a defect, a crooked eyebrow or a big mouth, do not spend money trying to conceal it. Capitalize it. It distinguishes you from the crowd.

• Even the bolder maids

Cover the shoulder-blades.

• What the white plume was to the inhabitants of Navarre, what Excalibur was to Arthur, that is the lipstick to the modern woman—an armour, a help in time of need, and a red badge of courage.

• 'Tenshun—Right dress!

EVENING CHIC

ON THE INCOME LIMITED

WHEN the sun sinks down and lights go on and cracked ice is poured into the cocktail shaker, we sit in our bathtubs and ponder the great problems of night-life and the new evening dress to come. To come—yes; but will it come within our restricted means? It will, for the good old Income Limited, having just pulled into Vogue Central Station, has brought carloads that will warm the heart of many a worried lady.

But, first of all, the laws of fashion must be memorized, and some of these have nothing to do with how much or how little is spent on clothes. At night, Paris looks at the figure rather than the face (please don't misunderstand). You must accept the mode, body and clothes, because the new evening dresses should look very much as if you had been poured into them. If you are of medium height and on the heavier side of one hundred and thirty pounds and wish to look chic in these new evening clothes—turn your eyes away from those lovely, lovely pastries and rich, elaborate salads (they are apt to be expensive, anyway) and turn your attention to the home and the exercise mat. Then take yourself to the corset shop at Saks-Fifth Avenue or Bonwit Teller. Either one is a first-aid department for solving your problem.

As to the frock itself—bright shades and frail shades are star performers on the evening stage, and both can be included in the wardrobe of a lady with a limited income, because frail shades can be dyed dark, and bright ones won't wilt. If in quest of a gown that must do for

theatres in town, as well as dances in the country, don't get one that has a "whoopsy-doopsy" look—frocks that are a shade too stunning are soon tired of. A lace frock is perfect for vague incomes, for lace is a heroic material that won't cry out at the first cigarette burn and that can be repaired without detection if you step through the lower part of the skirt when getting out of your baby Austin.

Satin dresses have to be fitted carefully to give a good effect. Don't get too cheap a quality. Three lovely ones in white are shown on these pages. There's No. 1, with a high waist and a moulded silhouette, and the flowers that bloom at the décolletage, tra la, are white violets. No. 2 has a classic silhouette and manages to be both young and not so young. It has a gold belt that adds to its dazzle. No. 6 has a red belt and corsage, and it's beautifully cut, with its skirt swinging free from the moulded hip-line and its bodice with soft shirring held in by a clip.

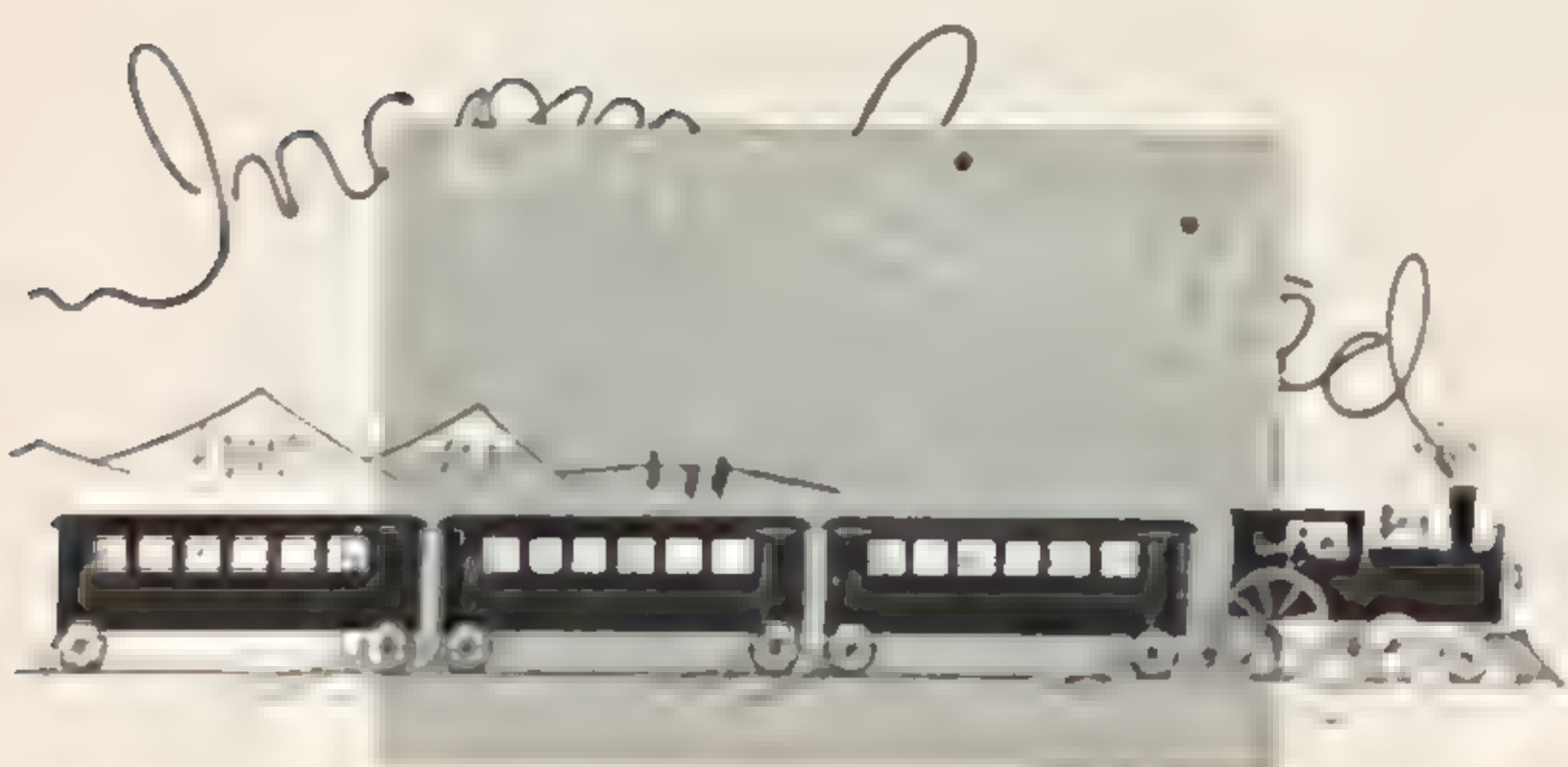
Chiffon is another good buy for the economically minded, and it's top-notch among summer fashions. Two chiffon frocks are illustrated—No. 4, in pale blue, with covered shoulders, a corsage, and a softly ruffled skirt. This cool and becoming frock might be the mainstay of a summer wardrobe. No. 7 is equally appealing—in pastel-blue with a double bolero, a double peplum, and a

double sash, all of which more than double its chic. There's a cape-like scarf, too, that you can wear or leave off, as you please.

Prints call for less cleaning than a solid sea of colour and can be equally desirable—witness No. 9, a clear, cool flat crêpe in red and white. It's smartly low in back and has tiny ruffles that give extra interest. No. 5 is another printed example—this time, of mouseline de soie with a flowery design and an orchid velvet sash.

Of course, a standby of economy is the black frock; it can go anywhere. But even if you feel extravagant, you'd like No. 3, a black flat crêpe frock combined with chartreuse-green in its Eton jacket, its facings, and the cleverly tied front sash. It is always a good idea to get one cool-looking dress for hot nights in or out of town. No. 8 is a crisp example, of white mouseline de soie with embroidered organdie bands and bright coloured flowers.

Your frock problem settled, don't fail to invest in a short evening jacket and have it copied in other colours—you can wear these jackets on cool evenings; you can wear them when winter comes and halls are draughty; they can be worn, too, with pyjamas. The row on the opposite page shows four good types—No. 10 of bright taffeta (in various colours) with wide sleeves; No. 11 of red velveteen, (Continued on page 122)





- No. 1. Of white satin, smartest of all evening fabrics; at less than \$50; Atkins
- No. 2. A gold belt trims this white satin dress; about \$55; from Saks-Fifth Avenue
- No. 3. Black flat crêpe combines with chartreuse-green; at about \$65; from Best
- No. 4. Pale blue chiffon with a ruffled skirt; less than \$50; from Livingston
- No. 5. Flowery mousseline; orchid velvet sash; under \$50; Franklin Simon
- No. 6. White satin with a red belt and corsage; about \$55; Saks-Fifth Avenue

- No. 7. Pastel-blue chiffon fashions this dress with a double bolero, peplum, and sash; under \$40; Lord and Taylor
- No. 8. White mousseline de soie is trimmed with organdie bands and bright flowers; under \$50; Franklin Simon
- No. 9. The smart low back and ruffles add interest to this crêpe frock in red-and-white; about \$55; Saks-Fifth Avenue

- No. 10. Wide sleeves make up for the brevity of this taffeta wrap in vivid colours; under \$30; from Saks-Fifth Avenue
- No. 11. Red velveteen ends smartly just below the waist; about \$45; from Atkins
- No. 12. This soft red velvet wrap has interesting sleeves; about \$25; Russeks
- No. 13. Light green satin fashions a tiny coatee; at less than \$20; from Best

These models cost less than forty dollars each



BEST



KNOX



TWO MODELS FROM BEST



SCHIAPARELLI—ALTMAN

• The ingénue-look about this one-piece street dress and jacket of silk crêpe can be attributed to the fine shirrings on the shoulders and to the wide patent leather belt

• A Puritan collar—which really doesn't look Puritan—of dead-white pleated crêpe refreshes this dress. Like most good printed dresses, this has its own particular jacket

• A streak of white at the neck-line points up the white in this printed silk dress—a dress that is a veritable life-saver for tropical summer days either in town or out

• You may think this is a suit, but it is really a two-piece dress of silk crêpe. The hand-faggoted and tied yoke of white crêpe glorifies the brown-and-white alliance

• One of those unwilting, fresh-looking dresses of printed crêpe that mean so much to a summer wardrobe. Schiaparelli designed the original, and the skirt is wrapped

• A pleated collar and strategically arranged horizontal tucks are nice details of Augustabernard's flat crêpe dress (left, below). It's also in light and dark shades

• The brown-and-white idea is tremendously successful in the three-piece suit with a white crêpe blouse (below, second from left), which is of a DuPont jacquard crêpe

• There's something very flattering about the one-sided scarf on the crêpe frock below, third from the left. It may also be obtained in brown and several other colours

• Absolutely Vionnet in every line is the simple crêpe dress, second from right. The crossed lines of the bodice and peplum are very eye-arresting and extremely becoming

• You can wear this silk crêpe suit, right, the way it is, or have a white jacket and brown skirt. It is nice for town or country. The large buttons are new and amusing



AUGUSTABERNARD—BONWIT TELLER



BEST



BEST



VIONNET—LORD AND TAYLOR



BEST

BROWN AND WHITE



• Vogue's Shop-Hound practically spends her life snooping about the shops. If you need information or advice about your own shopping, address Vogue's Shop-Hound, 420 Lexington Avenue, in New York City



THIS is a season of accessories. The whole is greater than the part, but the parts have got to be very, very amusing indeed, this year, before you can hand yourself anything on the whole. The new clothes are divine, but never, never has it been so possible to ruin a good dress by wearing the wrong accessories with it. Black-and-white is smart, but if you work yourself out a costume that is relentlessly black and white in every detail, you are more apt than not to resemble a magpie more than a masterpiece. It takes imagination and a lot of thinking to do the accessory stunt adequately this season, and that yapping little darling, Shop-hound, is out to help you all she can.

• At the upper left on this page is a group of things that just naturally go together and suggest combinations that would be

fun to make. They are a bag and a shoe made of navy-blue leather, both piped in red and white. There is a necklace that goes with them that is made of red and white composition links, very neat and gaudy, too. These three things would do wonders to a navy-blue woollen street dress right now in the merry springtime or perform similar miracles to the navy-blue suit that I bet ten dollars you bought. And be glad you did, too, for there is nothing more utterly springlike than the immortal blue suit, all tricked out with the right accessories. These, with a new white organdie blouse, will do the trick. They are all from Best.

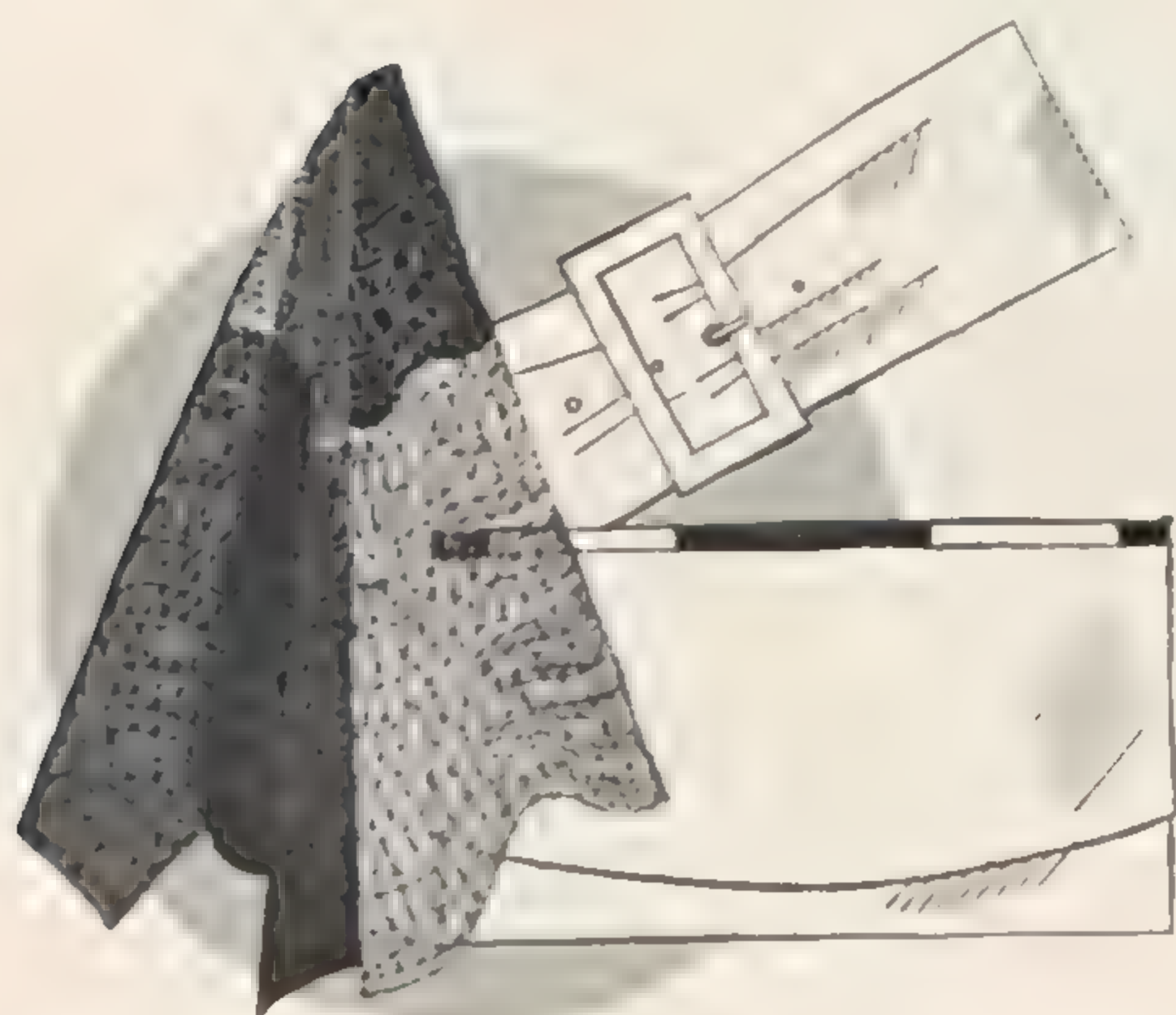
• In the upper middle of the page is illustrated a pair of dinner-pyjamas from that shop, Fairlie, that I told you about in the last issue, or lately, anyway. These are very evening-dress-like and exude allure. They are made of a crêpe de Chine that somehow is smooth and a little shiny and looks like taffeta, and the taffeta appearance is further carried out by the flowered design, which is of the vague, watery kind that little girls' taffeta hair-ribbons used to have. A bolero of plain material goes on top or not, as you please and according to how formal you want to be. For, underneath, the neck is cut like an evening dress, cowed in front and low in back. The trousers are very full and practically unrecognizable as such, and there is a panel across the back that

TIPS ON THE

makes it further possible for you to fool every one into thinking you are wearing a dress, except, perhaps, when running up-stairs two steps at a time. This pyjama racket is turning into a version of the shell game—a now-you-see-it-now-you-don't idea.

• In the same group is illustrated a pair of pyjama slippers. Time was when you slipped your feet into a pair of mules, put on your pyjamas, and called it a day. Now, however, you add to your already orchidaceous appearance in pyjamas by a pair of slippers that are as beautiful, if a little more minus as to matter, as regular evening slippers. These particular ones are from Best and are made of silver kid and strips of white crêpe to be dyed whatever colour you wish. They are mostly sole and heel, with just enough strapping to hold them on so that you can't truthfully call them mules. It is a mongrel breed, like a mule—the pyjama slipper.

• Down in the left-hand lower corner on this page, we observe, ladies, a group of accessories that will make an impression on any acolyte of the great white cult. There are a wide white patent leather belt and a white patent leather bag (for under \$11). With a black woolen street dress, one of the sort called runabout dresses, these would add a spice of contrast. Local colour is supplied by the scarf, which is a large square made



SHOP MARKET

By Shop-Hound

of four smaller squares of filmy knitted wool, in four bright colours—pick your favourites. For instance, vivid green, lobster-red, pale yellow, and white form the one I bought for myself. This costs less than \$5. A new way to wear it is to fold it triangularly and tie it around your neck with the angle in front and the ends knotted behind. This gives a swell cowl effect under a coat and looks only faintly like a bib. All from Saks-Fifth Avenue.

• At the lower right on the opposite page are two vests to be worn with a suit. One is of white piqué cut intricately and with a number of buttons, which, to my childish mind, suggest nothing so much as a good game of rich man—poor man—beggar man—thief. It comes from Saks-Fifth Avenue and costs less than \$8, which is remarkable for the *soignée* look it has. I recommend wearing it under a brown tailored suit—you will find brown and white winning colours this season. The other is of shantung, in a wonderful mustard-yellow plaided over with black stripes. It is double-breasted, and you should have it fitted to you to give the pinched-in look of a man's evening waistcoat. Under a grey flannel suit, this would look its best. You will find it at Macy's.

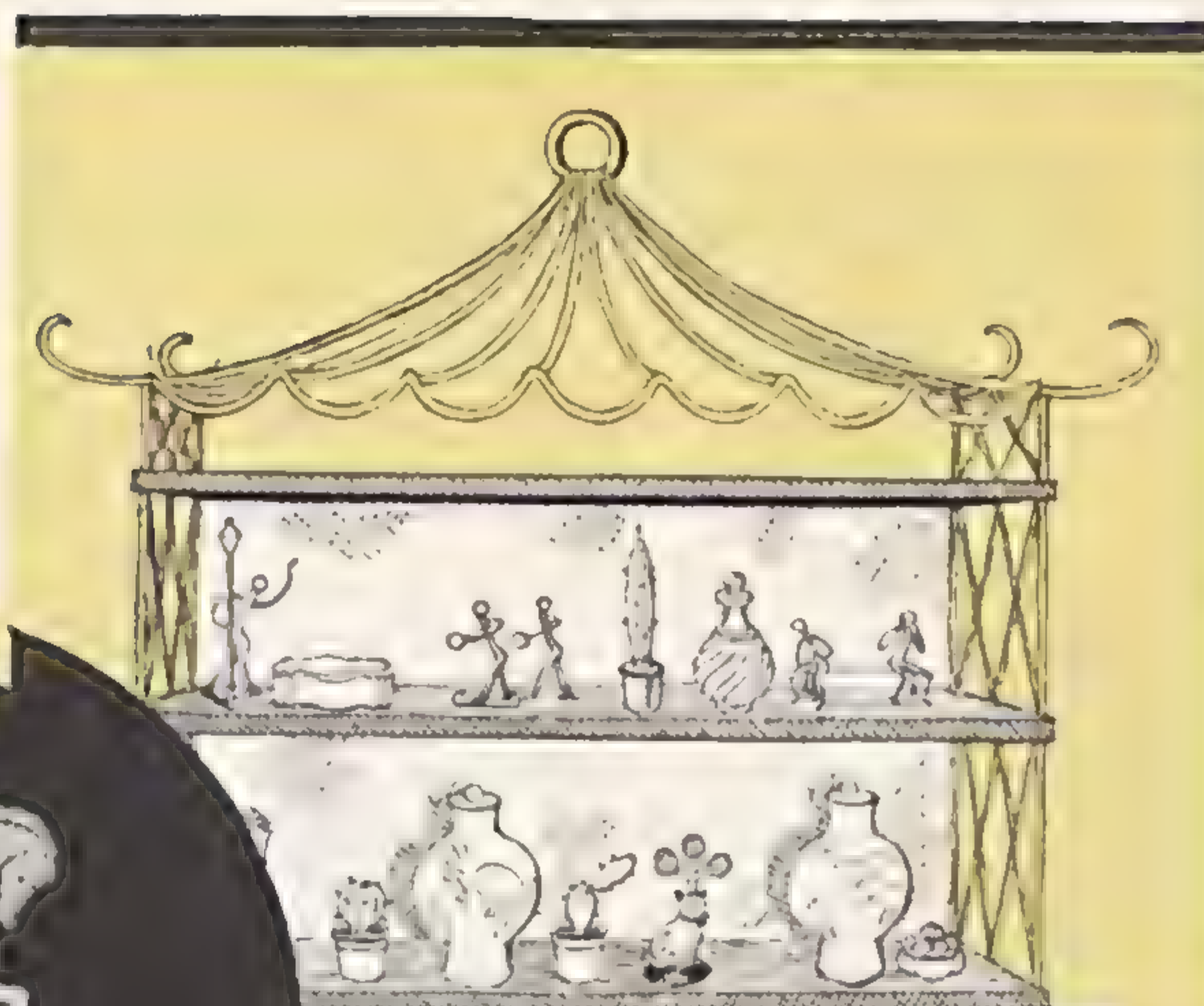
• At the upper right on this page are a couple of sweaters to be worn with a skirt or whatever else suits your fancy. First, a navy-blue and red striped short-

sleeved sweater that would be a nice change-off under that blue suit I keep talking about, making it appropriate for going to the country. The other is an open-mesh dark blue sweater without sleeves that would be divine over plain white tennis clothes in the imminent days when you will disport yourselves about the courts. In the same group is a belt that could be worn to great effect with either or both sweaters. It is braided of red, white, and blue heavy twine and is one of the smartest belts you can wear this year. It costs under \$2, and you can get it, like the sweaters, from Best.

• In the next group down on this page, we observe a blouse that is extremely good, worn as an overblouse. It has a folded and crossed front that subsides under a flower at the side, a flower made of the same dusty rose crêpe as the blouse, very flat and with fringed petals. It is from Florence Barnaby, on Madison Avenue. The thing sketched just below is a sweater, *mes enfants*, a sweater from Fortnum and Mason, which means that it is no slouch. It is from the grand new shop on Madison Avenue, where all is calm and British and cutaway-coated. It is knitted of soft Angora wool in brown, with a front section, crossed like a vest, in yellow. There are also other colour combinations. This latter represents my (Continued on page 122)

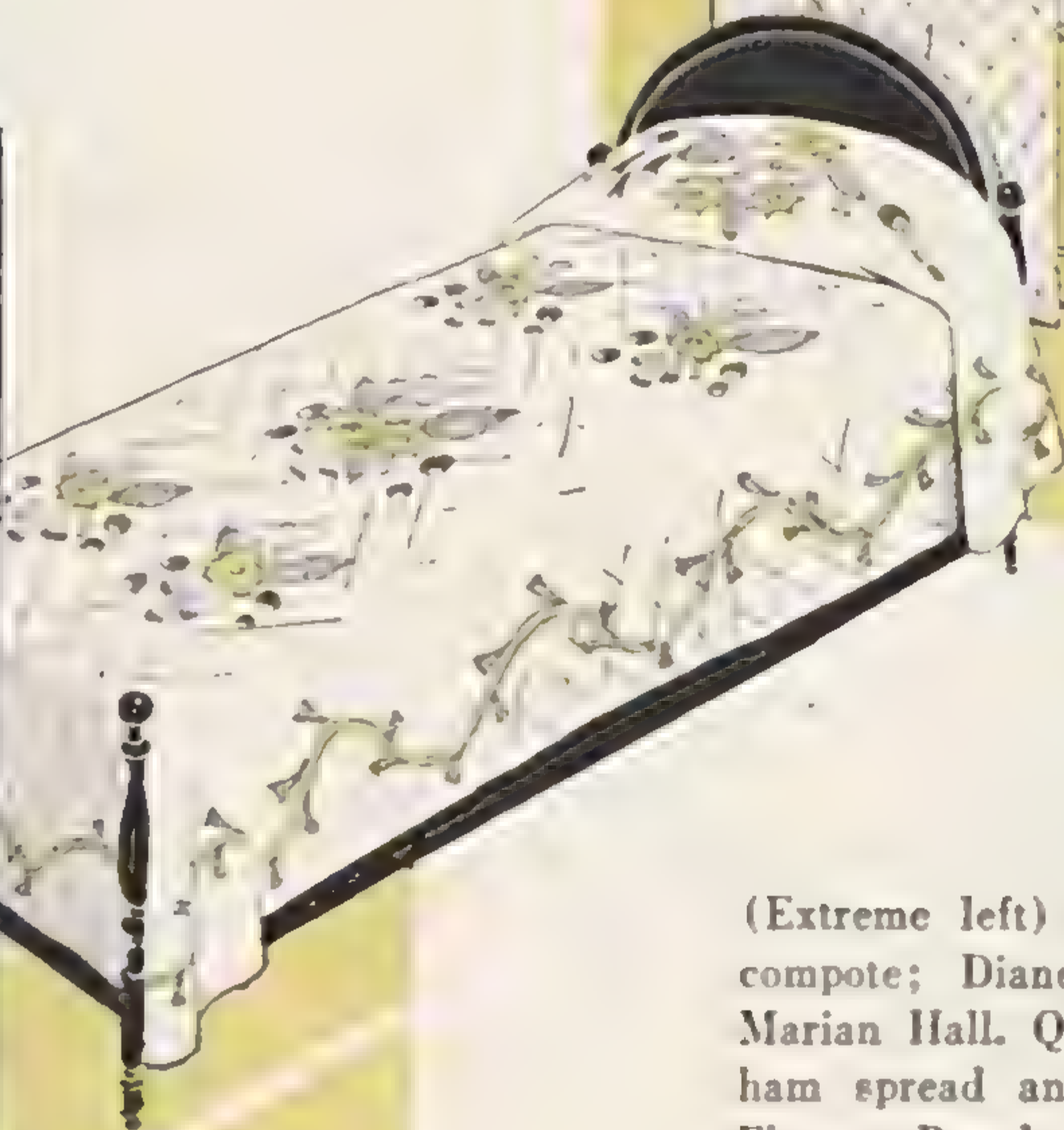


Wm. H. H. H.



Pagoda étagère; Thedlow. On the shelves, glass men and cactus; Rena Rosenthal. Box, bottle, and porcelain cat; Chintz Shop. Pair of turtle flacons; Brownell-Lambertson. (Left) Farewell group of Lenci porcelain; Benello and Pillori

Here is a clever screen that is also a dressing-table with a mirror in the centre panel, glass shelves, and a chintz-covered stool; Gimbel. Victorian powder-box and rose-topped perfume bottles; from the Chintz Shop. Oval hooked rug; from Gimbel



(Extreme left) Rare glass compote; Diane Tate and Marian Hall. Quilted gingham spread and curtains; Eleanor Beard. Flower-pot; Olivette Falls. Folding luggage rack and silent valet; Chintz Shop. Honeymoon pillow; Nancy Lincoln Guild



STIMULANTS FOR THE HOUSE

See article on page 108

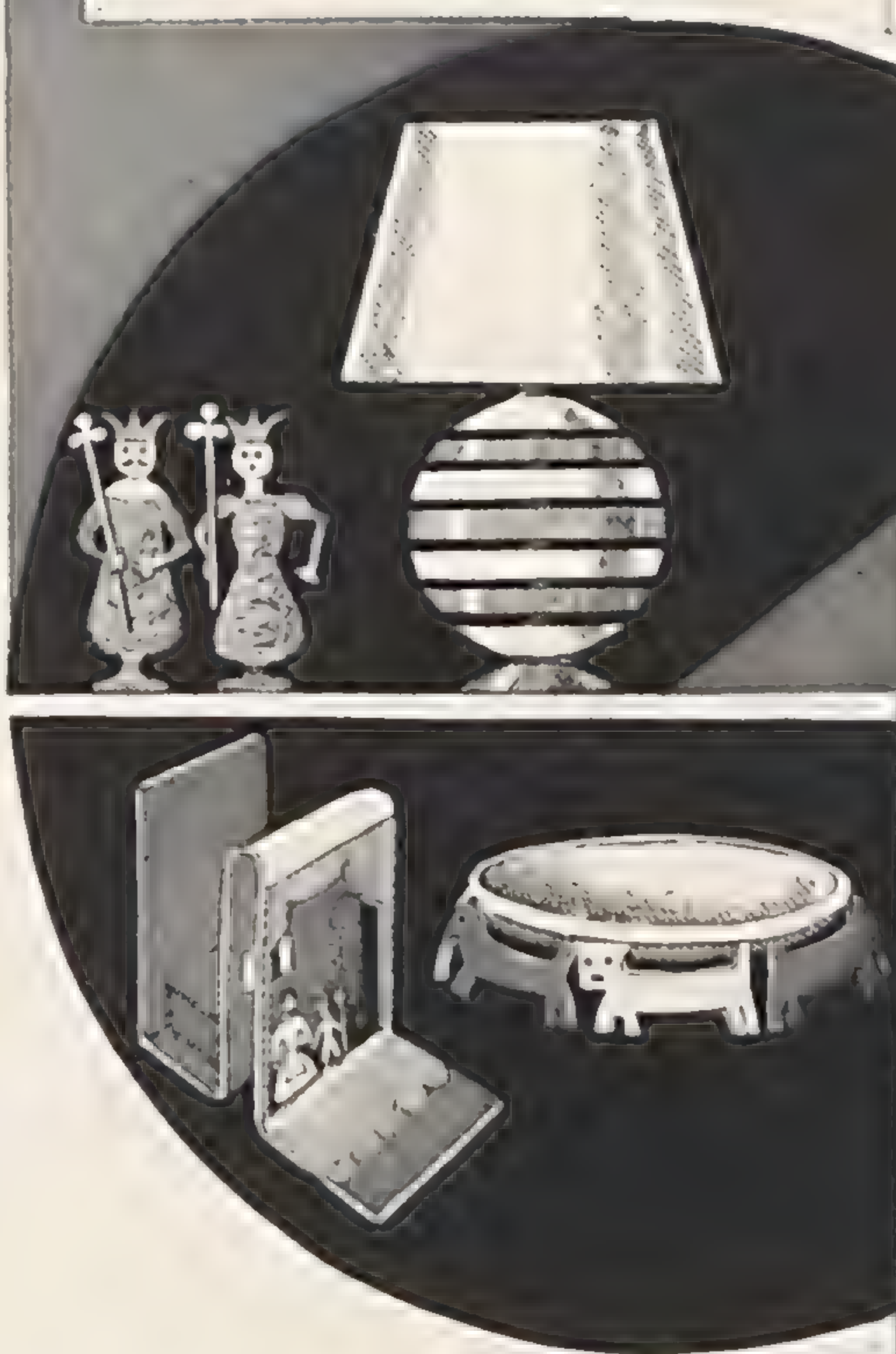
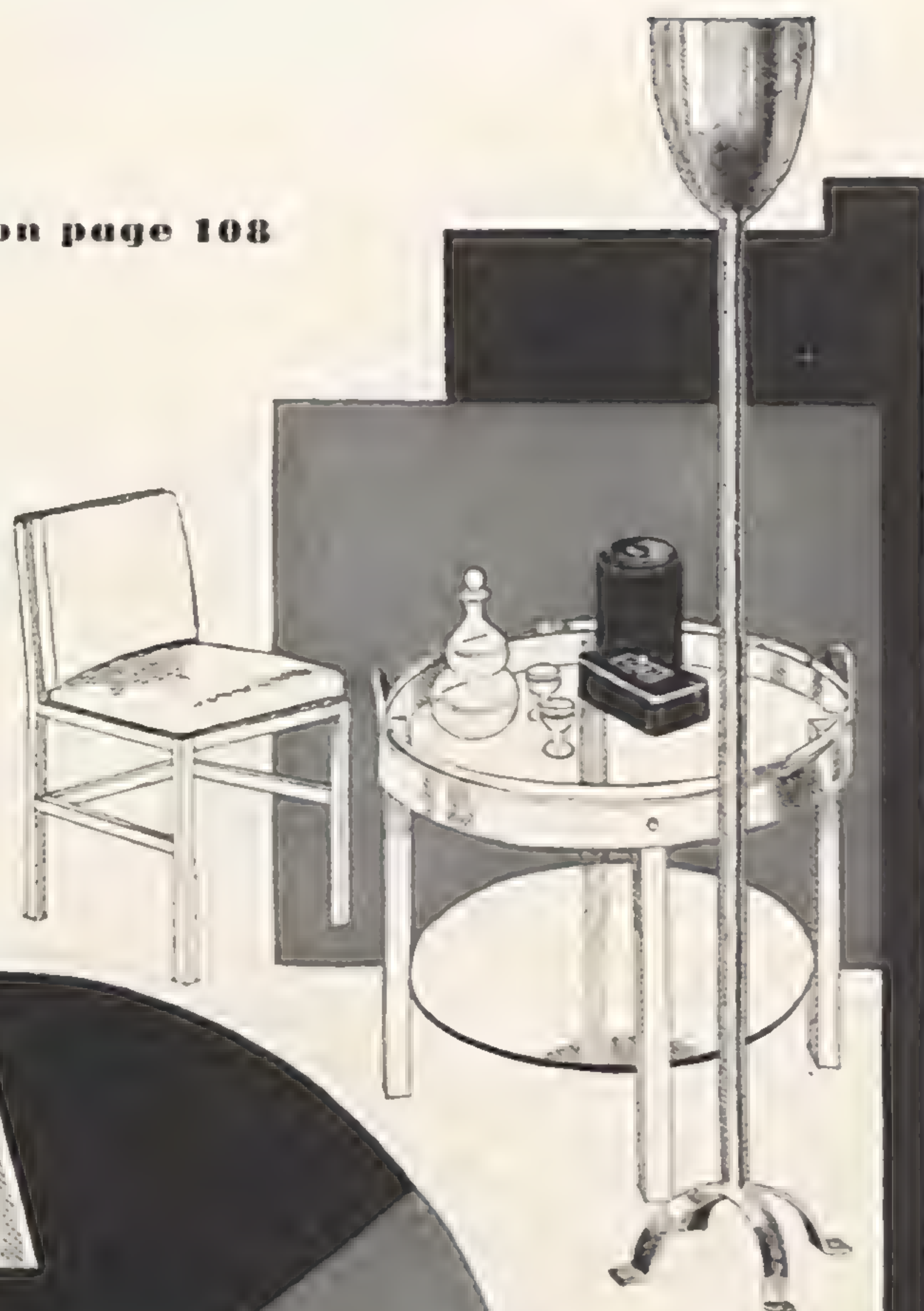


White and gold Permatex curtains. Crystal tie-backs; David Rough. Vase; Buckwalter. (Right) Chair and lamp; Vollmer. Table; Lord and Taylor. Decanter and glasses; Brownell-Lambertson. Humidor and box; Bloomingdale

Here, at the right, are a glass King and Queen from Alice in Wonderland and a lamp of chromium and copper disks; silver-paper shade; Brownell-Lambertson. Match holder and ash-tray; Rena Rosenthal



(Left) Modern chair; Arden Studios. Bakelite end table and chromium lamp; Vollmer. Pewter flower-pot; Brownell-Lambertson. (Right) Dressing-table backed by photo mural; hassock and fur rug; Jones and Erwin





REJUVENATING the WARDROBE



WE know a good deal about rejuvenating our faces. Our subconscious minds have absorbed a nice amount of information on astringents, bleaches, fresheners, anti-wrinkle lotions, and general toners-up. But only the faintest chirp has been raised on the science of making old clothes look fresh again. What are the monkey glands for aging gowns? Who are the specialists in lifting? How are wrinkles best ironed out? And what are the best and most scientific creams for weary vamps?

The chances are, if your last spring's suit or dress was a good one, that there will be no immediate need for a serious operation. A little judicious make-up in the way of white piqué collars and cuffs that snap in and out freshens a suit very nicely, and the neat little collars with neat little bows of white piqué and other piqué touches—like those shown on pages 60 and 61—could be copied, without turning a handspring, on an old black or blue spring dress. One of those new, yellow, double-breasted knit vests from Best lifts the entire face of an old tailor-made. A pale green organdie blouse or a pale yellow shantung livens up an aging green or brown tweed as no white blouse ever could. If jacket sleeves are definitely shabby, then you might cut them off four or five inches and put white piqué cuffs on the sleeves of the dress inside. As for the old fox fur, with tail a bit mangy and face definitely middle-aged, take him to a little furrier around the corner and have him made into a round necklace reaching down to the second button of your jacket. If you have old trimming of ermine or sable, you can have it made into these nine-inch necklaces, with three twists in them.

The disillusionment that comes from getting out old summer sports clothes is like that of resurrecting young men of summers past. You remember them with glamorous halos of tennis matches, sailing trips, and moonlight picnics on the beach. Looked at with this year's eyes, they are another story. With a very good, but faded knit bathing-suit, there is nothing to do but to dye. Black will probably

be the most successful, and then you can get a little white or flame linen jacket to go with it. Your white sports skirt can be salvaged, cleaned, and left just as it is. You could tone it up with a bright red polo shirt. Or you might get a white Shetland pull-over sweater (it costs about \$14 at Brooks, but it will wash and wear beautifully) and tie a bright red linen handkerchief (at about seventy cents at Macy's) in your white belt when you golf. Your monogram may be done in white by the Plaza Permanent Pleating Shop. Don't throw away any scarfs until you have tried them, twisted like bandannas around your head. The white flannel or white homespun sports coat that you have worn summer after summer could be dyed a bright Irish-green, and, with it, you could wear a turban made of last year's thin white wool scarf.

When it comes to evening dresses, the beauty of summer is that you do not have to be so desperately stylish. With the moon for trimming and the stars for a "*je ne sais quois*," you can take your last summer's white chiffon, dyed for a change to pale flesh, add a triangular chiffon scarf with a four-inch ruffled border, a few flowers from your own garden, and what haven't you? Be sure you make the scarf in white and have it all dyed at the same time. If you had, last year, an in-between colour like Alice-blue or a wishy-washy print, dye it black. There is something very alluring about black evening dresses in summer, especially if they are diaphanous and very décolleté—far more alluring than any other dark shade.

If you find that the dress you trailed about in last winter bears the scars of tripping, cut it off a little. It probably is a bit too long, anyway. You might try braiding a contrasting colour, like flame, around the shoulder-straps, as Augustabernard does, or tie two wide satin ribbons about the waist with a single knot and long ends falling almost down to the hem, like the Vionnet on page 59. Pale green or pale yellow on a black dress is a good combination. You might also add a chiffon scarf in a bright con-

trasting colour and, of course, any number of little jackets—chiffon, velvet, or flesh coloured satin. The Mending Shop does excellent work in remodelling, if you don't trust your own fingers.

As for hats, never, never, never throw away a good straw. All good hat shops will remake it several times. The general effect, if you are remaking it yourself, is to lower the crown. Your white Panama of last summer, for instance, if not too sunburned, couldn't be better than with the crown lowered about an inch. If you have a big wide-brimmed white picture hat, you might buy some of the new handkerchief linen Contempora prints (at McCutcheon's) and line the brim. Your white string beret can be washed in your basin at home, with less than average intelligence and standard soap flakes. And, incidentally, it is as easy as pie to buy a little white string or yarn and crochet these caps yourself. Irene Franks, on West Fiftieth Street, and Ara, on West Fifty-Seventh Street, do excellent remodelling of hats for \$7.50 or so, and cleaning and re-blocking for a great deal less.

As for shoes, our favourite T. O. Dey Company have a new dodge that may come in handy. In addition to making old suède into perfectly good plain leather shoes, they will take your own material and recover an old pair of slippers. For instance, suppose you had a white blouse and pink shantung pyjamas. What better than to take the left-over pink shantung and have sandals made to match? In England, the care of good leather amounts to a cult. When your good British walking shoes come in after a walk in the rain, they should be treed and stood to dry, away from the radiator. Then, give them a good dose of Meltonian cream—that white British cream that does not come off on the satin sofa when you tuck your legs under you and makes shoes shine, not like new, but like old, which is to the point with good British walking shoes. In fact, a too new-looking pair of shoes might do well under this same treatment. (Continued on page 116)





A HOUSE ON THE RIVER HAVEL

in Potsdam



CHRISTELLER, BERLIN

- A villa modern in spirit and ideally adapted to a household with diversified sports interests was remodelled for Mr. Louis Hagen of Potsdam by the architect, Otto Block. It is a flat-roofed building on the Jungfernsee, formerly in the Norwegian style. The bedrooms and guest-rooms, each with its own sun-terrace, form cubes on the light stucco substructure
- Above is the roof training-hall, open at two sides, which can be used for all kinds of sports. The transparent ceiling is of Luxfer prisms, the floor covering of white rubber



LÉON DE VOS

FOOD FOR THOUGHT

For the Hostess

THE hostess who takes a really intelligent interest in her cuisine is also by way of being something of a bibliophile. Unlike the lady who didn't want a book because she already had one, she welcomes each good cook-book that comes to her hand. She may not be able to cook an egg by following its strict directions, but she knows a good recipe when she sees one and can detect at a glance those fine points that make for distinction in cooking.

This is the open season for cook-books. Whatever you need in the way of guidance or inspiration lies ready at hand, and what is more, conveyed in an amusing manner, a phase that is usually conspicuously absent in this field of literary endeavour. Most of these books seem to be written by or in collaboration with men (all the great authorities in cooking will tell you that men are really the masters in matters of cuisine), and most of them herein to be mentioned prove good reading, even if you are one who has no active interest in the kitchen.

Consider, for example, the "Gun Club Cook Book," by Charles Browne (Scribner's). Mr. Browne is a gentleman who holds firm ideas about cooking and has no hesitancy about expressing them. His book is "not for the blushing bride—fuming in the kitchenette." He cares nothing at all about calories, no, not even about vitamins. Nor does he provide you with "unique" recipes. For strawberry soup and horseradish ice-cream, says he, look elsewhere. But he does have some grand suggestions for good cooking.

The Gun Club of which he writes is the Nassau Gun Club of Princeton, organized primarily for the shooting of clay pigeons, but now, if one reads between the lines, or even reads the lines themselves, more concerned with the cooking and eating of food than the shooting of pigeons. And small

wonder when you consider the food they have to eat! The *première spécialité de la Gun Club* is onion soup, and for the benefit of those who cherish the memory of the gorgeous onion soup of France and have never been quite able to equal it, I hereby reproduce this perfect recipe. The little earthenware casseroles to contain the final triumph can be purchased at Lewis and Conger or the Bazar Français, in New York, if you can't find them in your regular shop.

"For four portions (not allowing for encores), take one quart of strong beef or chicken consommé, one-half pound of onions, two tablespoonfuls butter, one tablespoon olive oil, salt (go easy on salt with onions), pepper, black and red, one-half teaspoonful sugar, four slices de-crusted and dried bread and four tablespoonfuls of grated Roman or Parmesan cheese, and proceed as follows: While the stock is heating in the double boiler, sauté the chopped up onions in the olive oil and butter. A little excess butter won't hurt as it all goes in the soup. The onions should be well done—limp, browned and almost transparent. When the onions are done, put a portion in the bottom of each waiting casserole, ladle in the hot consommé or soup stock—one-half pint naturally to each casserole. Then on top, one square of the dried bread to each, on this a level tablespoonful of the grated cheese. Put lids on casseroles and then into the oven for fifteen minutes and serve hot as blazes."

Mr. Browne has a certain negative manner in describing food he seems not to like that is delightful in contrast to those cheery cook-books that try to give each thing its due. For example, "beaten biscuits are biscuits horribly beaten before they are cooked, and may be (Continued on page 118)



DESIGNS FOR PRACTICAL
DRESSMAKING

FROCK No. 5668—A sling collar and applied sleeve flares distinguish this flat crêpe frock. Designed for sizes 32 to 44

FROCK No. 5664—Crêpe faille from Corticelli fashions this frock with a one-sided collar. Designed for sizes 34 to 44

FROCK No. 5659—This frock of Onondaga crêpe romain has a divided skirt. Designed for sizes 14 to 20; 32 to 38

FROCK No. 5662—Of Schwarzenbach Huber shantung, with flared seamings. Designed for sizes 14 to 20; 32 to 38

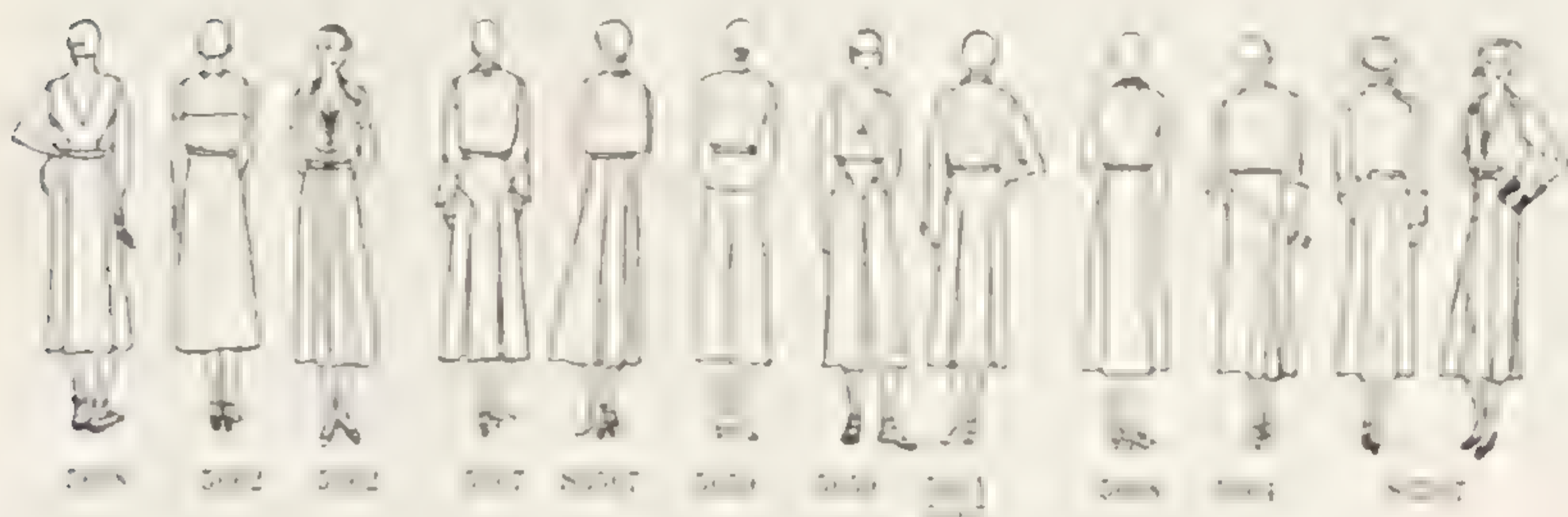
FROCK No. 5668—Perfect for tennis is this frock of Dumari linen, buttoned on the shoulder. Designed for sizes 32 to 44

FROCK No. 5667—The skirt of this crêpe de Chine frock has inverted pleats. The model is designed for sizes 32 to 42



JACKET No. 5661 FROCK No. 5667—Wyner's jersey makes this suit with a striped scarf. Designed for sizes 14 to 40

FROCK No. S3507—This model of Haas's crêpe romantique has crêpe trimming. Designed for sizes 14 to 20; 32 to 38



Simple frocks to wear in town or in the country



It's not "vegetables" to them ... it's just good soup!

*And without realizing it,
they are eating 15 nourishing, health-giving vegetables!*

"My, but I do wish that the children would eat their vegetables. It's enough to drive me distracted, the trouble I have every day to coax them into eating vegetables."

Practically every mother has this same story to tell unless she gives the youngsters Campbell's Vegetable Soup. If your children are sulky and balky about eating these foods which they need so much for their proper growth and health, just place a bowlful of Campbell's Vegetable Soup in front of them. Watch it disappear!

And while the children are enjoying the delicious flavor of this soup, they are eating 15 vegetables!

Soup is such an ideal way to eat vegetables because it retains their health-giving mineral salts in an exceptionally rich abundance.

Vegetables served in other ways than in soup are apt to lose a large amount of the mineral salts which the cooking water absorbs. In the Campbell's kitchens, the vegetables are cooked in their own essences and juices; all of this body-building goodness is in the soup, enriching it and making it especially wholesome for growing children.

So give your children the real, sound benefits of Campbell's Vegetable Soup. At your grocer's.



Your choice

Asparagus	Mock Turtle
Bean	Mulligatawny
Beef	Mutton
Bouillon	Ox Tail
Celery	Pea
Chicken	Pepper Pot
Chicken-Gumbo	Printanier
Clam Chowder	Tomato
Consommé	Vegetable
Julienne	Vegetable-Beef
	Vermicelli-Tomato

LOOK FOR THE
RED-AND-WHITE LABEL



Home's the sweetest place on earth
And victory is dearer,
For knowing, at each mighty stroke,
That Campbell's Soup is nearer!

HEAR THE SPARKLING CAMPBELL'S SOUPS ORCHESTRA EVERY MORNING — NBC CHAIN (8:15 E. S. T.) (7:15 C. S. T.)
(9:15 Daylight) (8:15 Daylight)

**Designs for
Practical
Dressmaking**



5666-5665

S3506



5663

S3508

5665

5667

FROCK No. 5663—Cheney's printed chiffon makes this one-piece dress with a cowl neck. Designed for sizes 34 to 44

FROCK No. S3508—This lace-trimmed dress is of Onondaga crêpe romain. Designed for sizes 14 to 20 and 32 to 38

FROCK No. 5665—A flat-collar and jabot-like bib trim this one-piece flat crêpe dress. Designed for sizes 32 to 42

FROCK No. 5667—This very attractive one-piece frock is of Stirn's crêpe faille. Designed for sizes 32 to 42

COAT 5666 FROCK 5665—Coat of Deering Milliken's pebisco wool; flat crêpe dress. Designed for sizes 32 to 42

ENSEMBLE No. S3506—This frock and jacket are of sheer printed crêpe from Cheney. Designed for sizes 32 to 40

JACKET No. 5670—The tied girdle of this jacket of Corticelli's satin is optional. Designed for sizes 14 to 42

EVENING FROCK No. 5669—Corticelli's satin is used for this bolero frock. Designed for sizes 14 to 20; 32 to 38



5670

5669

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 141

Your Letter Paper Ensemble

MUST TAKE ACCOUNT OF SUMMER



Above: CRANE'S GREENLAWN . . . sheer, firm, delicately lined. Stamped with a simple, amusing design, it makes a perfect paper for your gay little summer letters. Other delightful shades in this popular paper are Bluelawn, Bufflawn, Greylawn, Mistlawn, and Mauvelawn.

Right: CRANE'S IVORY, with address in gold, for general correspondence; Crane's semi-note sheet in Ivory, stamped with blue, indispensable for short notes; and the Crane Informal for those occasions when you wish to send a message with your card. These are well-chosen pieces in a Letter Paper Ensemble. Appropriate engraving for all the papers on this page may be seen in Crane's Personal Selection Book.



YOU COULD, if you liked, write all your summer letters on formal writing paper, as staid and important as some dowager's tea party. But why do it? Why not put into summer home or vacation correspondence something of the casual gayety, the refreshing informality of your own holiday moods?

Crane has created, expressly for your summer needs, new papers that are simple, yet original, and of unquestioned good taste. A few of these new papers are illustrated here.

With Crane's superlative letter papers smart women create their own Paper Ensembles, using all the discernment and skill they exhibit in their choice of costumes. The ensemble suggested by Crane becomes a wholly personal collection, to care for individual needs—formal or informal—and to meet every requirement of good living.

You will find the appropriate letter papers for your own ensemble in "Crane's Personal Selection Book" which all fine stationers will be glad to show you. Prices are so reasonable that you can well afford these expressions of refinement—\$3 a box and more, for 102 sheets and 100 envelopes (without engraving). Eaton, Crane & Pike Company, Pittsfield, Massachusetts.

Crane's

FINE WRITING PAPERS

SINCE 1801

Beautiful Women of

MRS. PIERPONT MORGAN HAMILTON (right) and MRS. ALEXANDER HAMILTON (left) are the wives of the late J. Pierpont Morgan's grandsons, who are also great-great-grandsons of Alexander Hamilton. Both these charming young women are favorites among the younger married set of New York society.

Mrs. Pierpont Morgan Hamilton has skin creamy as magnolia blossoms and eyes blue as lapis lazuli. "I've no patience with women who don't look their best when it's so simple," she says. "Pond's is the best short-cut to loveliness I know."

Mrs. Alexander Hamilton is an ethereal blonde with pale gold hair and exquisitely fair complexion. "I am faithful to Pond's Method," she says. "There is nothing like it for day-in, day-out care of the skin."



For two generations, lovely women of the house of Morgan have made this gentle, safe complexion care their tradition of beauty

THEY are familiar with all the elegance of the great world, with every luxury that wealth and social position can command . . . Miss Anne Morgan, dynamic, philanthropic, and her nieces, Mrs. Alexander Hamilton, a lovely young bride . . . and Mrs. Pierpont Morgan Hamilton, beautiful and brilliant.

Yet these three women of the aristocratic Morgan family have chosen for their skin this simple, wholesome care . . . Pond's beauty four-some of delightful preparations which women all over the world use and prize.

Thousands upon thousands of women are grateful to Pond's . . . for clear, smooth cheeks, firm round throats, and lovely snow-white shoulders. They keep their skin always in the

fresh, healthful glow of youth . . . thanks to Pond's way to personal loveliness.

They use Pond's Cold Cream to cleanse the skin and keep it always supple and young-looking . . . Pond's Cleansing Tissues, *softer*, so absorbent, to wipe away all cream and dirt . . . Pond's Skin Freshener to tone and firm and give their skin the freshness of a May morning . . . Pond's Vanishing Cream for powder base, protection and a peach-bloom finish.

The ideal beauty régime combines these four enchanting preparations in the Pond's Method, as it is followed by chic, lovely and distinguished women all over the world. It is delightfully easy—and marvelous to assure you always the exquisite charm of a beautiful complexion.

Tune in on Pond's every Tuesday at 5 P.M. D.S.T. Leo Reisman's Orchestra, Leading Society Women. W.E.A.F. and N.B.C. Network

the house of Morgan



MISS ANNE MORGAN, daughter of the late international financier, J. Pierpont Morgan, has inherited her celebrated father's genius for leadership. Famous as president of the American Woman's Association, she is also widely known for her innumerable civic and philanthropic activities.

Miss Morgan is a member of several of the exclusive women's clubs, and a distinguished hostess in her delightful home in Sutton Place, New York City . . . "I am deeply interested in the success of women," she says. "A high standard of personality demands physical care . . . Pond's helps women achieve an attractive appearance."

Miss Morgan is tall, erect and of a regal presence, with silvery hair, fine dark eyes and a clear, fresh complexion. She says: "I have used Pond's for years!"

POND'S METHOD. To keep your skin in the glow of youth, use Pond's four famous preparations—make these simple steps your faithful régime:

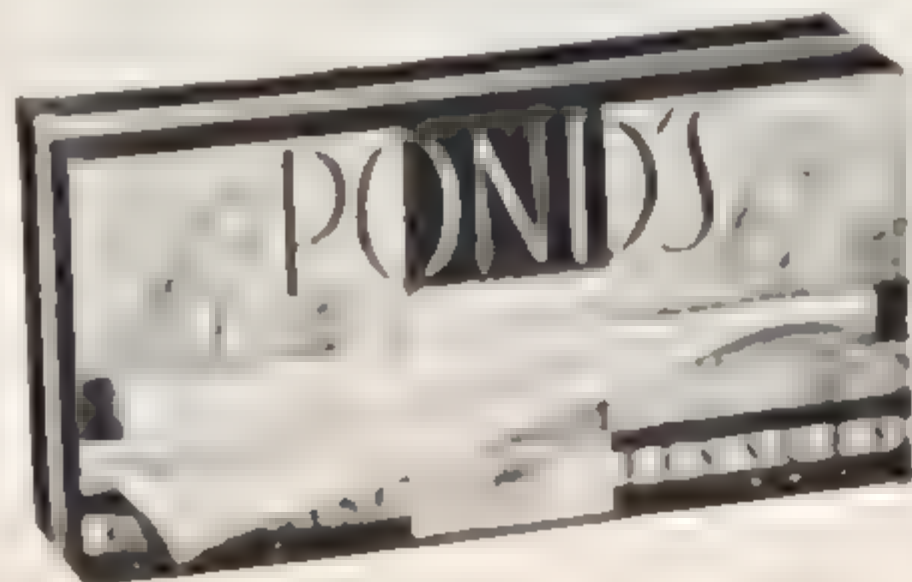
First—Pond's Cold Cream



for pore-deep cleansing that is the A B C of beauty . . . apply generously several times daily and always after exposure . . . waiting a little to let its purifying oils sink deep into the pores to coax up to the surface every particle of dust and dirt.

Second—Pond's Cleansing Tissues

to wipe away the cream . . . they are exquisitely softer—so absorbent that in an instant they blot up excess cream and with it all clogged dust, make-up and powder



. . . "They are the best way to remove cold cream I ever found," Miss Morgan says of these lovely Tissues . . . they come in peach or white.

Third—Pond's Skin Freshener

patted briskly over the cleansed skin till it glows . . . this fragrant tonic and mild astringent cannot dry your skin . . . It banishes oiliness, braces and firms the skin and closes enlarged pores so that the texture is smooth and fine . . . a faithful use is magic to clear and brighten faded, sallow cheeks . . . "Pond's Skin Freshener is wonderful!" Mrs. Alexander Hamilton says. "Everyone's skin needs something to tone it up and keep the pores fine. Most New York girls nowadays use



very little make-up, only lipstick and powder, and the Skin Freshener helps to bring out a natural color."

Last—Pond's Vanishing Cream

a dainty bit smoothed on before you powder gives a well-bred, velvety, natural finish that lasts for hours. Use it wherever you powder . . . arms, shoulders, neck . . . This marvelous Cream gives exquisite protection from sun and wind. Use it on your hands, too, whenever you have had them in water, to keep them smooth and white.

At bedtime—Cleanse face and neck immaculately with Pond's Cold Cream and wipe away with Tissues. If your skin is dry, leave on a little fresh Cream overnight. You will waken with a skin like satin!



SEND 10¢ FOR POND'S FOUR DELIGHTFUL PREPARATIONS

POND'S EXTRACT COMPANY • DEPT. S • 110 HUDSON STREET, NEW YORK CITY

NAME _____ STREET _____
CITY _____ STATE _____

Copyright, 1931, Pond's Extract Company

DANCING NEED NOT BE HARD ON A GOWN—

...protect yourself with DEW

MANY a woman, after a happy evening of joyous dancing, has made the disheartening discovery that perspiration has ruined her gown.

The thoughtful woman, who wants to preserve her lovely garments relies upon the simple, pleasant help of DEW. Not only will this crystal-pure deodorant and instant non-perspirant save her clothes from ruinous stains, but it will keep them free of embarrassing moisture spots, which suggest untidiness.

DEW may be used at any time, even while dressing. It will not irritate a sensitive skin or injure the most fragile fabrics when the very simple directions are followed. Use it as often as needed.

DEW comes to you in a charming, spill-proof, dressing table flask. At all drug and department stores in three sizes; 25 cents, 50 cents and \$1.00.



(DEW instantly and completely deodorizes sanitary pads)

DEW

CRYSTAL-PURE DEODORANT
INSTANT NON-PERSPIRANT

✧

*Can be used at any time.
Stops perspiration instantly.
Won't irritate the skin.*

✧

LAMBERT-FESLER, Inc., St. Louis
Paris, London, Berlin, Amsterdam, Copenhagen, Barcelona, Sydney, Toronto, Shanghai



LÉON DE VOS

Houbigant's latest perfume innovation is a purse flacon in a metal case. The smart oblong case contains eyelash cosmetics; all shops

ON HER DRESSING-TABLE

EVERY so often, there appears on the beauty horizon a preparation so skilfully compounded that it is claimed by a variety of women as particularly their own, no matter how widely their individual skins may differ. Such a one is Pinaud's "Normalizer," a preparation justly come by its name, in that its purpose is to bring each skin to the normal, healthy condition that is its by right. The "Normalizer" is a light, creamy liquid, varied in use according to the skin it treats. On the dry skin, for which its purpose is to supplement the natural oils that are lacking, it is put on generously after the final cleansing at night, a procedure that finds favour

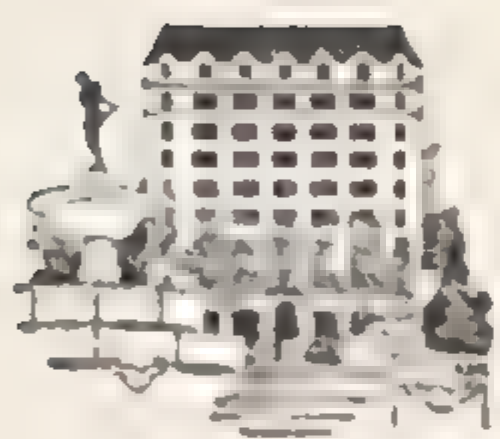
with many women, since it is readily absorbed into the skin and does not leave a greasy face to take to bed. On an oily skin, for which its purpose is to mulstify the excess oil, it is applied and washed off after every cleansing, leaving the skin free of oil. For the average skin, not addicted to much make-up, it can be used as a cleanser and an all-purpose preparation.

The new Pinaud vanity-case (shown below), smartly turned out in chromium-like metal with modern design, has an amusing shutter device that rolls out just the amount of powder required for a single application. It has the further virtue of being equipped with (Continued on page 101)



CCMAFEST

Primrose House Chiffon powder is in a lovely new box in primrose-yellow and silver. Pinaud's hand cream (in tube) and new vanity-case are smartly modern; all shops



Portrait of a Lady with
VEILED SHOULDERS
by Bergdorf Goodman

Shoulders have taken to cover.
 This chiffon evening gown is noteworthy for its dark colour, its widely spaced flower print, its bias ruffles, but above all for its very new shoulder effect. One of the many in our made-to-order collection suitable for May and summer evenings.

**BERGDORF
 GOODMAN**
 ON THE PLAZA NEW YORK



Van Horn

Marie Earle

ESSENTIAL CREAM

takes the place of *two* ordinary creams . . .



CLEANSSES . . .

Marie Earle Essential Cream cleanses to translucent clearness as the usual hydro-carbon (mineral oil) cleansing creams never can. Your skin welcomes its precious oils, eagerly coaxes them into the deep pores where stubborn unlovely particles of dirt and make-up cling. As this hidden dirt melts away, the lovely hue of transparent cleanliness glows through your skin once more.

REJUVENATES . . .

Marie Earle Essential Cream feeds the petal softness and smooth texture of youth into your skin as no ordinary tissue cream can. Its light oils are very like the natural beauty oils in the human skin, that time, weather and city grime drain away. As Essential Cream restores them deep into the underlying tissues loveliness comes back to your skin—silken smoothness and flowerlike fairness. Use Marie Earle Essential Cream faithfully to cleanse and to rejuvenate both night and morning. In a few days you will see amazing improvement. Even lines and wrinkles begin to fade under its expert feeding.

Marie Earle Essential Cream at the better stores—\$1.90.

Write for complimentary copy of the Marie Earle complete beauty book "Understanding Your Skin." If you cannot conveniently obtain the Marie Earle preparations in your city write directly for them, addressing Marie Earle, V 3, 660 Fifth Avenue, New York City. Marie Earle, New York; 15 rue de la Paix, Paris.

A VARIETY OF SMART MODELS FOR SUMMER

• FROCK No. 3164—Two tones of linen are used for this frock with smocked fulness. Designed for sizes 1 to 10

• FROCK No. 3166—Cotton crêpe from Everfast makes this frock; tab collar ends. Designed for sizes 8 to 14

• FROCK No. 3164—A short-sleeved version in printed linen of the frock at the left. Designed for sizes 1 to 10



• FROCK No. 3167—Scallops trim this frock made of shantung. Designed for sizes 4 to 8

• FROCK No. 3163—Of Peter Pan handkerchief linen from Glass. Designed for sizes 8 to 14

• FROCK No. 3165—Dotted Swiss frock; cluster shirrings. Designed for sizes 4 to 8



• COLLAR SET No. 5660 Two tones are used for this scarf collar (left in sketch). Designed in one size

• COLLAR SET No. 5660 The centre collar is in two pieces; pin tucks and Val lace. Designed in one size

• COLLAR SET No. 5660 The jabot collar (right) has a clever button arrangement. Designed in one size

• FROCK No. 5659—Shantung from Schwarzenbach Huber makes this; bifurcated skirt. Designed for sizes 14 to 20; 32 to 38



This wave *Deepens* while you take your Hot Bath!



■ La Gerardine, the marvelous new method from Paris, positively trains a natural, lasting wave in hair that has always been straight. It gives the hair shaft the utmost pliability, until the wave grows in. La Gerardine is applied to the scalp with a small brush.

■ The moisture of steam, sea air, a shampoo and rain actually benefits your Gerardine wave, making it deeper, more beautiful. Yet La Gerardine contains no alcohol or glycerine. It is neither sticky, oily nor drying, is absolutely safe for the most delicate hair.



Magic La Gerardine trains a wave in your hair, so natural, so lasting, that it grows lovelier after a shampoo, a bath, a swim

NOW welcome the steam-soaked bathroom! Revel in the steaming tub half an hour if you please! Your lovely Gerardine wave will not come out... not a bit. Because contact with steam, soap and water, sea air and rain actually deepens it!

No matter if your straight hair has always been your despair... La Gerardine, the marvelous French method, makes it naturally, lastingly wavy. Within a short time, with quick, easy treatments, a lustrous, deep wave such as you have envied since childhood can be your very own.

✕

Ten years ago, in Paris, M. Gerard accidentally discovered that the lotion he had just created for toning the health of his patrons' hair was actually developing a natural, lasting wave in their straight locks. Since then, more than ten thousand smart Parisiennes have had their hair trained with La Gerardine into deep, lasting waves.

A year ago La Gerardine was brought to this country by an enthusiastic American traveler, whose straight hair had been successfully trained with it. And already, after a few short months, 50,000 American women have again proved what astounding results this wonderful lotion achieves.



You can easily give your hair the Gerardine treatment at home. Or, you can have a competent Gerardine operator give you the treatment in a leading beauty shop in your city.

From the very first application, you will notice a new lustre and pliability in your hair. You will have a soft lovely wave. And, as you follow the treatments, the wave will be ever deepening, more lasting.

But do not expect magic. La Gerardine does not develop a *lasting* wave overnight. If you really want a softly natural, *lasting* wave, you must follow the treatments faithfully.

✕

La Gerardine is absolutely harmless to any type of hair. It does not affect the color of dyed, white or bleached hair.

La Gerardine is sold at the toilet goods departments of leading stores—\$2.00 the bottle, with a booklet of complete, simple directions. La Gerardine salons, New York and Paris.



■ Within a few short months 50,000 American women have had their straight hair successfully trained into a natural lasting wave with La Gerardine. And many of them trained their hair at home.

La

GERARDINE

NEW YORK SALON: 15 West 46th Street, New York
Harold F. Ritchie & Co., Inc., Sales Representatives



Your daily tub affords a tempting opportunity to indulge an innate partiality for luxury and comfort. A dash of No. 4711 Bath Salts imparts to the water an enchanting fragrance that at once transforms mere routine into gratifying delight . . . When you step out of your bath . . . a new radiant vitality is yours!

Made in U. S. A. by
Mulhens & Kropff, Inc., 25 W. 45th St., N. Y.

Bath No. 4711 Salts
in eleven fashionable odors
REG. U.S. PAT. OFF.



ON HER DRESSING-TABLE

(Continued from page 100)

an extra supply of fresh puffs. All the Pinaud preparations can be purchased in shops throughout the country.

Houbigant is celebrating spring with a complete array of new products. The little perfume flacon and eyelash cosmetics shown in the metal containers in the photograph at the top of page 100 are as smart bits of equipment as you will encounter in many a day. The mascara is in black, brown, chestnut, or blue-black, and all of the Houbigant perfumes are to be had in the little flacons, with the exception of "Essence Rare." As for "Essence Rare," it, too, has appeared in new guise, in a miniature of the cut crystal flacon of regular size, in a charming little velvet-lined box. New boxes of generous size have been provided for the "Quelques Fleurs," "Idéal," and "Bois Dormant" face powders, and the Houbigant talcum powders are now encased in slim bottles that fit conveniently into the hand. All of these new items can be purchased in shops everywhere.

The choice of exactly the right shade of lipstick is an ever-present problem, but steps have been taken recently to remove the elements of guesswork and expense in this procedure, by providing bits of lip paste that we can experiment with ourselves, without any expenditure on our part. Coty will present you with a miniature palette with generous sample supplies of his three most popular shades in the "permanent" lipstick. Louis Philippe provides a little card known as the "individual shade selector," with a sufficient amount of five different shades of Angelus "Rouge Incarnat" for five different applications. When you have found your perfect shade, you identify its name on the sample and go back to the shop and buy it, without further ado.

SUMMER BEAUTY AIDS

What with beaches, bathing-suits, and bare arms and legs not far in the offing, the appearance of "Zip," the preparation to remove superfluous hair, in a generous-sized cake at one fifth the former price is good news. There is, also, a new "de luxe" package that includes four of the cakes and the supplementary cream and lotion recommended to accompany it. You can buy this in all shops.

All of us know our vitamins—or should—and how important they are to our health and well-being. Now, the sun-ray vitamin D has been incorporated in preparations to beautify our skins. This process is the result of long scientific investigation, and the presence of this valuable vitamin is vouched for by medical authorities in the "Vita-Ray Beautifiers," a comprehensive and interesting group of preparations. The cleansing cream, the tissue builder, and the hand lotion are the items that contain the sun-ray vitamin, supplemented by tonics and powders, all put up in modern containers in black and silver and all priced very moderately. They can be obtained at most of the department shops in New York and in shops in some of the larger cities outside of New York.

Harriet Hubbard Ayer's manicure preparations—an inclusive group that

numbers a cuticle beautifier, a nail grower, and a paste polish, among many other items—have all been packaged in smart modern jars and bottles in uniform design that will do credit to any dressing-table. The brilliantine and "Eau Dentifrice" from this maker are also available in smart new flacons with metal tops. A new perfume has been added to this series, "Après Tout," a fresh, modern fragrance to be purchased in the many shops that sell the Harriet Hubbard Ayer line.

Dorothy Gray has introduced two new shades in her cream rouge, "Blush," which is a delicate wild-rose pink, and "Flamingo," a brighter soft red, with an undertone of orange—to be purchased in all the better shops everywhere.

THE EVER-PRESENT PORE

What perspicacious person was it who remarked that the pores we have always with us? Whoever said it, it is true, and those of us with less than perfect skins know that they are too often enlarged pores, at that. Once these pores become distended, it is necessary to keep the skin even more scrupulously clean than ever, lest any trace of dirt or make-up become imbedded, and to shrink them as nearly as possible back to their normal size. Beatrice Mabie works on this theory in every detail of her facial preparations and the treatments in her New York salon on East Fifty-Second Street. After a visit to her shop, your face feels positively glowing with cleanliness, and her directions to you are to keep it so. For this purpose, she makes a delicate cleansing cream, of liquifying variety, to be followed always by an application of a mild skin tonic, which, in turn, removes any lingering trace of cream. At night, there is a pore cream to be applied after the final cleansing, over the areas of the enlarged pores, an antiseptic salve that helps to shrink the pores. Miss Mabie makes other specialized preparations, but she sensibly advises the person with average skin, of good texture, to cleanse the skin well at night and then go to bed without benefit of creams or lotions, thus allowing the skin its right to breathe. Beatrice Mabie's preparations can be purchased directly from her shop and in many of the department shops in the larger cities.

For the woman with an oily type of skin, Franklin Simon in New York, has a boon and blessing in the form of Worth's astringent, a lotion that works wonders in counteracting oil. It is in a very smart bottle with a silver top and leaves the skin with a pleasant "lifted" feeling.

Having determined by investigation that what women want in a mascara is something that will make their eyelashes beautiful and soft at the same time, the creators of "Winx" have introduced a new product to accomplish just those ends. This is called the "Winx Double Lash Treatment," because of the dual rôle it plays in colouring the lashes and keeping them silky. The new liquid Winx is available in black and brown, in drug and department shops.

When one goes many places . . . and has many things to do



Inset shows top lowered

The new Convertible Cabriolet. Chevrolet prices range from \$475 to \$650, f. o. b. Flint, Michigan. Special equipment extra. Chevrolet Motor Company, Detroit, Michigan

Bridges . . . receptions . . . luncheons . . . teas . . . What a multitude of things a woman must get around to! Nowadays a personal car is almost imperative—and what a pleasant necessity *that* can be when one can choose the new Chevrolet! Fisher Body designers have drawn on their long experience in fine-car styling to give this new Chevrolet just that hint of distinction and touch of charm which women most prize in their personal possessions. And another very important thing—Chevrolet engineers have seen to it that the new Chevrolet Six is a car of the utmost mechanical integrity—extremely reliable and surprisingly efficient. . . . In fact, there are so many attractive qualities about this very smart, very inexpensive automobile that it has become—quite naturally—a most popular personal car for women who go many places and have many things to do.

NEW CHEVROLET SIX

The Great American Value

PRODUCT OF GENERAL MOTORS

STYLEWEAVES

our new Spring Creations



HANAN SHOES

Astrild Styleweave three-eyelet Tie in colored fabric. Natural linen color, beige calfskin trimmed. \$12.75



Hanan Styleweave Opera Pump of the same rich fabric, with effective trimmings of beige calfskin. \$14.75



For women who are beguiled by footwear that is exquisitely in the mood of May, Hanan has created STYLEWEAVES, with all the chic of smart new fabrics, and with the season's favored colors, at Hanan's new price range, \$10.50 to \$22.50

HANAN & SON
PARIS NICE LONDON
NEW YORK

Atlanta • Baltimore • Boston
Buffalo • Chicago • Cleveland
Columbus • Detroit • Kansas
City • Los Angeles • Memphis
Milwaukee • New Orleans
Philadelphia • Pittsburgh
Rochester • St. Louis • San
Francisco • Seattle

SEEN ON THE STAGE

(Continued from page 77)

describes accurately the work of the other members of the cast, especially Helen Flint and Reed Brown, junior—they are quite as genuine as the principals.

Jo Mielziner, whose beautiful settings for "Anatol" and "The Barretts of Wimpole Street" brought him to the level of the two finest artists in décor of our theatre, maintains his standard in "The House Beautiful," except in one respect: the characters talk much in the later episodes of the house being run-down, but it looks in as good condition as when Archie and Jennifer bought it three decades before. That, however, is a minor matter and Mielziner's sole misstep. The Galahad pictures are expertly, tastefully conceived and manoeuvred.

"The Silent Witness"

"The Silent Witness" is the best murder mystery play in two seasons. It so happens that this one deserves better than such a dubious compliment, for it is really good of its kind. Tense, ingenious, it holds the attention and its secret until the very end. There are, of course, places where the tensity relaxes, most of them brief, but the court-room scene, which is the whole of the second act, needs weeding out badly—it is so heavily weighted with legal detail that the pace and the interest lag. But the last act catches the initial spirit and pace again, leaving a final impression more than favourable. One is thrilled while the play passes and afterwards glad one attended it.

According to the program, Harry Wagstaff Gribble "arranged" the original English script of Jack De Leon and Jack Celestin for our consumption. He also directed it. And, except in the aforementioned middle act, he has done a careful and effective job, always making the points, rarely over-emphasizing or understressing any.

Lionel Atwill, the star, is much less rigid than usual, yet still too rigid. That abandon which enables an actor to "lose himself in a part" has never been included in his equipment; he can not fit himself into the character he is portraying; it must fit him.

Kay Strozzi, who is featured, has charm, feeling, humour, a pleasing presence, and grace—not many of our actresses, young and mature, are so well endowed. With not a great deal of opportunity, she manages to write herself in italics on the spectator's memory. Anthony Kemble Cooper does the same thing in his individual way—he is an attractive juvenile who never for an instant feels or thinks outside his rôle. Two less opulent parts are excellently played by Jerome Lawler, who gives convincing forcefulness to the prosecuting attorney, and Harold De Becker as a low-comedy taxicab driver.

The chief honours, however, for the season's best who-did-the-foul-deed melodrama go to Gribble.

"Miracle at Verdun"

For its fifth venture this year, the Theatre Guild has hurled at the public a fantasy from the German of Hans

Chlumberg called "Miracle at Verdun." One is forced to conclude that the six directors in Fifty-Second Street chose this drama, which brings to life, in 1934, the thirteen million men killed in the War, because they thought it contained enough novelties to carry it, since no other reason for producing it is discernible. For the play has nothing but the idea to commend it. Repetitious, cheap, unexplored, the idea sprawls all over the stage of the Martin Beck Theatre like furniture in an attic, which, if selected and placed with taste, might make a fine room. In its present state, it is a heterogeneous mass of all sorts of odds and ends. Pretentious, tricky as the writing of "Strange Interlude" and quite as verbose, it can be described only as a consummate bore. The author, the translator, the director, the producers, each and all concerned in the enterprise, do their utmost to kill a dignified, beautiful theme, and they succeed—which is the only way that word can be applied to the affair.

Chlumberg has treated a sort of epic Enoch Arden motif with little sense of drama, without vision and without the emotion of tragedy; its sweep escapes him entirely. Imagining he must have comedy relief, he throws in three bedroom scenes, distasteful and entirely out of key. Everything is said and done at least three times. At one point, fourteen resurrected soldiers lie about the stage while each one recites his longing for his home and his craft. During the scene where the delegates of all the nations are gathered together, a cardinal, a Protestant bishop, and a rabbi indulge in long speeches and, when the risen-from-the-grave group enters, say them all over again. In addition to many such things, the author—or the Guild—has deemed it necessary or good showmanship to aid the action with a "screen accompaniment"; the talking-pictures tell nothing the play proper does not tell, and they do away with what little atmosphere there is. The device has been used to good effect in several productions, but this is not one of them.

Many of the faults of the play could have been eliminated by Herbert Biberman, the director; his direction accentuates them. Had he blue-pencilled words, lines, and scenes that are extraneous and rearranged the episodes into climactic order, the play would be better, but still not particularly good. From the evidence in West Forty-Fifth Street, Biberman, Chlumberg, and Julian Leigh, who made the translation, are all afflicted with the same dramatic malady.

Lee Simonson's settings have one virtue: they fit into the general scheme—as clumsy, as devoid of atmosphere and mood as the play and the presentation.

"The Wonder Bar"

For the purposes of Al Jolson and "The Wonder Bar," the Bayes Theatre atop the Forty-Fourth Street has been decorated in red, silver, and black to look like Watson Barratt's idea of a Parisian night-club. The curtain has been removed, the players enter through the (Continued on page 126)



DEMMEYER

"THE TRIUMPH OF COLOR IN MAKE-UP"

—ELIZABETH ARDEN

A NEW COMPLEXION...To match every gown.

*A NEW SKIN TONE...To go with the latest
Parisian colorings.*

*YOU CAN WEAR ANY OF THEM...for Elizabeth
Arden has created infinite varieties of
tones in her Powders...Rouges...Lipsticks.*

*YOU WILL BE A REVELATION to yourself
and...A joy to all beholders.*

*Learn the joy and interest of matching
your face to your gowns...Ask Elizabeth
Arden's advice...She knows.*

© Elizabeth Arden, 1931

ELIZABETH ARDEN proves that, with the clever use of her Assets to Beauty, you can style your face to harmonize with the new colors, and be charming in all of them.

WITH WHITE—a slightly darker shade for your powder foundation...a rich shade for your rouge...Poudre d'Illusion in Banana or Rachel...and a very vivid lipstick, possibly the new "Chariot."

WITH SKIPPER BLUE—which has a tendency to throw deep shadows up into the face—a clever eye make-up is necessary. Wear a light make-up...a light shade of rouge...powder with a soupçon of pink in it, and a bright lipstick. Your Eye-Shado should repeat the blue of the dress. For eyes that are blue try finishing the lashes with light blue Cosmetique tipped with black.

WITH OPALINE GREEN OR YELLOW—brunettes will remain rather dark-skinned, but avoid sallowness; blondes will choose a make-up with a

slight suggestion of pink in it. Green Eye-Shado for both brunettes and blondes is urged.

WITH GRAY—a pink powder base, rose-red cream rouge, a warm tint of powder, and a very bright lipstick.

FOR THE EVENING—lyrical things can be done with make-up. With a light costume—use slightly darker make-up—for contrast. With a dark costume—light make-up. Use a generous amount of Eye-Shado and Cosmetique...but subtly...Oh so subtly. Elizabeth Arden's mauve evening powder—Poudre de Lilas—has a glamorous quality that is ravishing for blondes and brunettes alike.



ELIZABETH ARDEN'S MAKE-UP CREATIONS are on sale at smart shops everywhere at these prices: Amoretta Cream (foundation for a dry skin) \$1, \$2. Creme de France foundation for an average skin) Tube, \$1.25. Jar, \$2.50. Lille Lotion (foundation for an oily skin) \$1.50, \$2.50. Rouge Amoretta, \$2.50. Poudre d'Illusion, \$3. Indelible Lipsticks, \$2. Cream Eye-Shado, \$1.50. Eyelash Cosmetique, \$1.25.

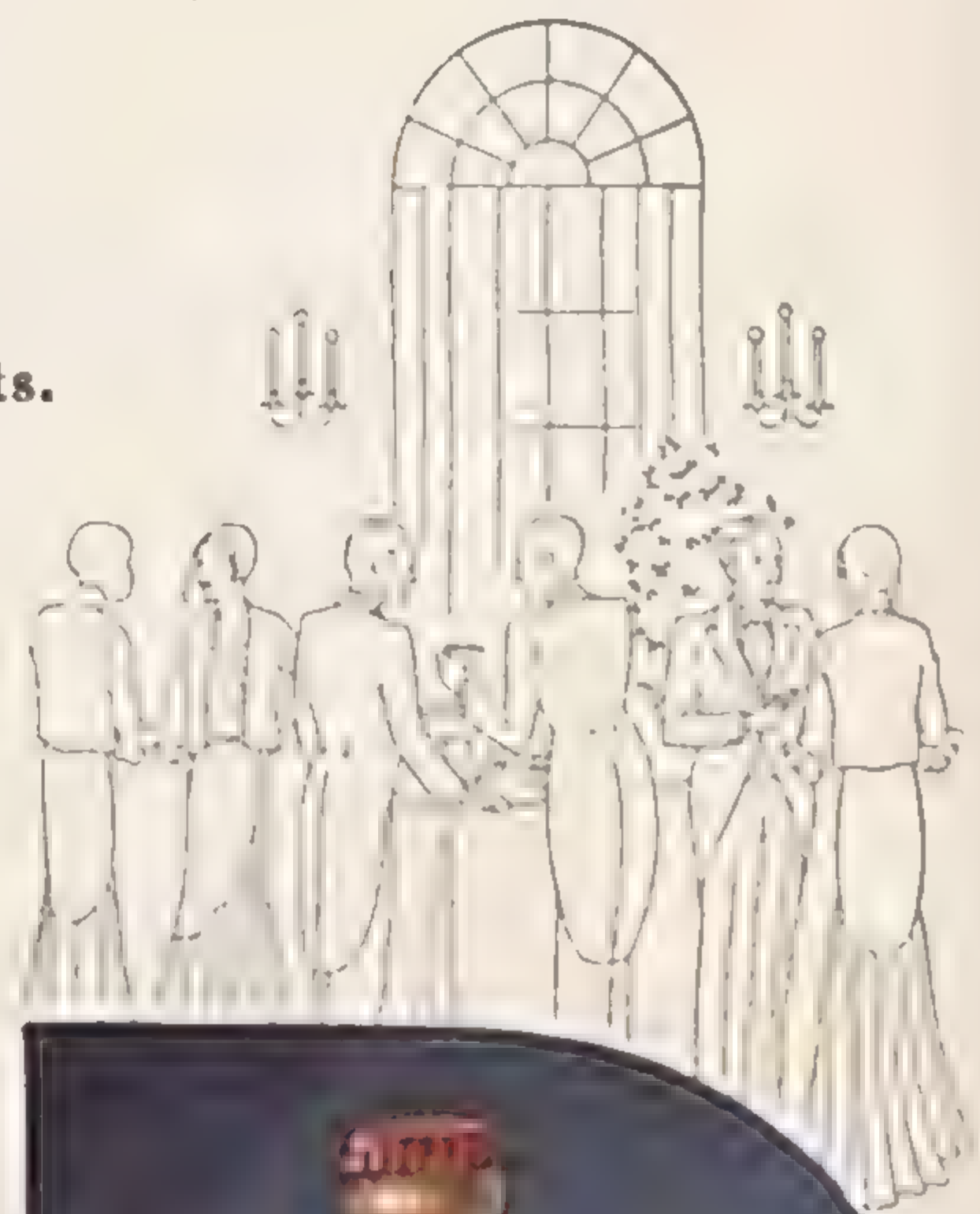


Piquant Personality

The house in a flutter!
Cooing maids in ingenue gowns
Agoog over gifts in the library.
Mamma moans in a drawing room.
Waiting reporters
Reeking of relatives' cigars.
Boys with rice hide in a foyer.
The bride hugs a blooming bouquet.
And the groom, poor chap,
Unwittingly sitting
On his best man's best topper
Enjoys a quiet one

● With Clicquot Sec
Out in the service pantry,
Gathering his wandering wits.
The ginger ale reminds him
Of the blushing bride.
It, too, has

● Piquant personality
A delicate bouquet
Fragrant as a May morning..
Sparkling, zestful
Full of esprit . .
Ideal for important occasions.
Beautifully bottled,
Utterly unique
In palate appeal.
● Luck to them!
He's starting right,
Anyway.



Clicquot Club

SEC

The Ginger Ale with Piquant Personality

East · West · North · South

Masters of famous Hunts are using this sterling "HUNT CLUB"



BENJAMIN L. COOK, ESQ., M. F. H. OF THE JACOBS HILL HUNT, ABOVE, IS ONE OF THE DISTINGUISHED HOSTS USING THE BRILLIANT NEW GORHAM.

*The Masters of these Hunts
are all using this brilliant new Gorham*
JACOBS HILL · ONWENTSIA
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These celebrated hunts carry on the proud old tradition of the sport and hospitality of kings. And for their noted hospitality, on their own tables, the Masters of these hunts are using the sterling that was inspired by the background of the "sport royal"—the "Hunt Club."

Benjamin L. Cook, Esq., Master of Fox Hounds of the smart Jacobs Hill Hunt, dispenses his distinguished hospitality at his spacious home in beautiful Rhode Island. Harry I. Nicholas, Esq., M. F. H. of Harford, at Syossett, Long Island. Austin H. Niblack, Esq., M. F. H. of Onwentsia,

in Lake Forest, Illinois. Daniel C. Sands, Esq., M. F. H. of Middleburg, in gracious Virginia.

All find the inspired simplicity of "Hunt Club" in harmony with varied modes of table setting.

The clear, aristocratic lines of this new pattern have won for it instant, enthusiastic welcome. Within its first few months, it has been bought by smart hostesses and brides to a greater extent than any other recent pattern.

Your own jeweler will show you the new "Hunt Club" and you will find it surprisingly moderate in price. A complete service for eight—76 pieces—costs \$227. Matching hollow ware is available. You will find the name "Gorham" on the back or base of each piece.

Other beautiful Gorham patterns, harmonious with varied periods, are illustrated below. FAIRFAX, appropriate with Colonial furnishings; ETRUSCAN, with the classic spirit of the Empire period; ST. DUNSTON, with Victorian elegance; FLORENTINE, with Italian and Spanish decoration.

ETRUSCAN ST. DUNSTON, CHASED · FLORENTINE · FAIRFAX



Your own jeweler will give you an illustrated 18-page booklet, "The Hunt Club," showing the new Gorham. Or, send coupon to The Gorham Co., Providence, R. I., Dept. Q-20.

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1831 · A CENTURY OF LEADERSHIP · 1931

EYES ON THE STARS... FEET IN McCALLUMS



lovely and practical,
this is her hosiery



THE flattery of McCallum's perfect stocking style adds infinitely to the smartness of any costume. For this famed hosiery blends softly—yet emphasizes both fabric color and feminine contour with subtle distinction.

True style-value now demands the new approved color tones obtainable only in McCallum. Advance-summer shades of this remarkable hosiery set the fashion trend for months ahead. Thus you have assurance that your stockings will still be smartly correct for a season or more to come.

It is doubly nice to know that McCallum not only looks so much better than other hosiery, but fits and wears as well as it looks. The best name in hosiery marks the best value to be found at whatever price you are accustomed to paying.

McCallum

S I L K H O S I E R Y

"YOU JUST KNOW SHE WEARS THEM"

COLOURED SHOES ARE STEPPING INTO FASHION

(Continued from page 67)

blue will be a newer note than white. Blue shoes can be as bright in shade as the classic yachting blue. Perugia makes a great many in this colour and calls it lapis-blue. Often, they will fit into the red, white, and blue tricolour scheme.

The blue shoe for town falls into the formal day group. Its object is to blend. It will be worn with a print in which blue appears and with blue crêpe ensembles for afternoon. With the blue woollen tailleur, a much smarter note is a deep mahogany-tan. This has nothing to do with the old-fashioned sort of tan, but is a deep, rich shade.

WHEN TO CHOOSE GREEN

Green shoes will be worn in the country and in town. They make a marvellous combination with a brown or beige sports suit, of the town or country type, if the suit includes, somewhere, a note of green. A brown shoe in this connection now strikes us as a tiresome thought. Perugia's buckled moccasin, which is illustrated in blue on page 67, is made in a deep green for golf and is as smart for the links as the blue shoe is for the beach. The green shoe for town should be very subdued and of the simplest form—a pump or a tailored Richelieu. Dark green is, perhaps, the smartest colour in the rep afternoon shoe that Perugia makes.

Red shoes appear, but in a deep ox-blood shade. They will be comparatively rare, but ultra-chic with the semi-town type of tweeds. They should be heavy, simple, inconspicuous. They may pick up a red fleck in the tweed or—unlike the other coloured shoes—take their place as an irrelevant detail. They would be exceedingly smart with a tweed in which green, grey, or yellow-beige was the predominating note. Perugia is featuring these.

Black-and-white shoes, and the more classic brown-and-white combination, are extremely important this year. Every smart woman will want to have a pair of brown-and-white shoes on hand, but she will prove her real claim to chic by having black-and-white shoes, as well, and not only a pair for the country, but also a pair for town. These will be particularly smart if patent leather gives the black note. The shoe that is partly white comes in on the great white wave that is sweeping over our summer town clothes. The prints with their white backgrounds are chiefly responsible for this. The black-and-white shoe for town will differ from the black-and-

white country shoe in that it will have a covered instead of a leather layer heel. Hellstern has launched a very new model of this type, of white antelope with a black sole and black patent leather heel and piping.

A plain white sports shoe looks naïve, this year. Always, with the white shoe, a coloured leather note will be introduced. If this is not brown or black, then it will be red or green or blue—to point up the colour accent of your sports ensemble. At Hellstern and Perugia, the coloured leather is brought in discreetly, usually in the form of a buckle bow, an incrustation, or a piping around the top. A low-heeled shoe that is half-white and half navy-blue, however, is very good. Be careful about wearing a white-and-coloured shoe with a three-colour combination. The effect is apt to be spotty. With red, white, and blue, wear an all-blue shoe or—even smarter—a shoe in black-and-white.

Pastel shoes to match the coloured dresses will certainly be worn—even more than last year, now that we are getting accustomed to the idea of coloured shoes. They are newest when of handkerchief linen and in the one-strap (Charles IX.) form; but they are smart also of shantung and of coarse linen; and also in pump form.

COLOUR IN THE EVENING

For evening, the crêpe de Chine pump still holds its prestige, while even smarter is the high-heeled bare-foot evening sandal. Either type may match the dress, or it may match the contrasting accessories, instead. But we are through with the brightly coloured shoe that contrasts with the white dress. In its place, we shall wear a crêpe de Chine shoe that is all-white except for the heel and some trimming note, which will repeat the colour accent of the dress: a jewelled buckle, perhaps. Perugia is showing something very interesting for the white evening dress—a white crêpe de Chine pump with all-over, open *dégradée* embroidery that is flat, suggesting brocade, and that stresses some colour note of your ensemble.

One thing you must be careful about, with these coloured shoes, both with your day and with your evening clothes—not to match the accessories throughout. This looks self-conscious, premeditated. It is too easy, in any case. Let your shoes match a hat, a bag, a belt, or gloves. Let them match three of these, if you like. The one thing they must not do is to match all four—this would be fatal.

TO OUR CONTRIBUTORS

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You feel so much more at ease
because Kotex is *adjustable* and shaped to fit



Then, too, Kotex absorbs scientifically, giving greater comfort, more secure protection.

WHEN you realize how individual a problem sanitary protection is, you appreciate the fact that Kotex is so made that you can adjust it to your changing needs.

That, of course, is only one of the advantages of Kotex. It is shaped to fit inconspicuously under any frock, no matter how close-fitting. It is treated to deodorize—keeps one feeling dainty at times when that is more than ever necessary. It is soft—not only at first, but during hours of use.

Why Kotex stays soft

Kotex filler—Cellucotton (not cotton) absorbent wadding—takes up five times its weight in moisture—is so amazingly efficient that 85% of our great hospitals now use it for various kinds of surgical dressings. Their approval should mean

a great deal to you in choosing sanitary protection—which must be hygienically safe.

Kotex owes its unique dependability and comfort to the fact that it absorbs laterally. The soft, delicate fibers of which it is made carry moisture rapidly away from the surface, leaving the pad soft and delicate. The sides remain unpenetrated, thus preventing chafing and irritation.

Kotex can be worn on either side. It will serve with equal comfort, with no possibility of embarrassment. Adjust it (you can, you see, because of the layer construction) to meet changing requirements. Dispose of it quickly, easily. Buy it at any drug, dry goods or department store. Also singly in vending cabinets through West Disinfecting Company. Be sure to specify Kotex for safe, sanitary protection.

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IN HOSPITALS . . .

- 1 The Kotex absorbent is the identical material used by surgeons in 85% of the country's leading hospitals.
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- 3 *Kotex is soft*... Not merely an apparent softness, that soon packs into chafing hardness. But a delicate, lasting softness.
- 4 *Can be worn on either side* with equal comfort. No embarrassment.
- 5 *Disposable*, instantly, completely.

Regular Kotex—4½" for 12
Kotex Super-Size—4½" for 12

The new Kotex Belt, 50¢

Brings new ideals of sanitary comfort! Woven to fit by an entirely new patented process. Firm yet light; will not curl; perfect-fitting.

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KOTEX



MAY . . . TIME TO HAVE A LOVELIER FACE . . .

Lips joyous as a bit of Capri coral, or warm as a maharajah's ruby; brow and nose, cheeks and chin, with the flawless beauty of a damask-petalled rose—when you see such a woman, do you sigh just a little, wondering how she achieves her perfection? First, she will not tolerate a Face Powder that shows! For this reason, she loves Coty Face Powder, for she knows that in one of its twelve tones, there's the one for her skin. Next, she insists upon fresh, natural lasting lip color!

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FACE POWDER
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Face Powder—twelve individual shades \$1.00
Lipstick—permanent—Light, Medium, Dark \$1.00

"Lip Secrets"—a booklet for more beautiful lips. sent on request. Coty, Dept. V-5, 714 Fifth Ave., N.Y.

STIMULANTS FOR THE HOUSE

(Continued from pages 88 and 89)

NEVER has there been available such an amusing variety of decorative materials that fit the purse of the lady with a limited income. For summer curtains or outdoor porch furniture—since most of us are in the throes of redecorating summer places—, an excellent suggestion is "Permatex," that comparatively new fabric with a cool, satiny finish. It is very inexpensive and is offered in appetizing plain colours and smart floral designs. The curtains shown at the upper left on page 89 are of this fabric—snow-white "Permatex" bordered with a scalloped band of gold "Meritas." You can wash them off with a damp cloth; they are water-proof, and the colours are sun-fast.

Speaking of curtains, as we are doing at length right now—do let us mention some amusing crystal tie-backs, in flower shapes, seen at David Rough. They are of crystal, amber, or amethyst glass, with gold-plated or platinum-finished metal, cost about \$36 a pair, and may be seen on page 89.

Macy has some heavenly chintzes, imported exclusively, for less than \$1.75 a yard; other more informal ones for less than 70 cents; and charming colonial chintzes for less than 50 cents a yard. Plaid and striped fabrics are always amusing for slip-covers, and Macy has quantities of them in subtle colour combinations. It is nice to vary the slip-covers in a room, covering the larger pieces of furniture with floral-printed chintz and the smaller pieces with plain chintz piped in a contrasting colour. Toiles, also, are smart when used in combination with flowered chintzes with dark backgrounds.

A summer idea for a smart and dignified man's bedroom is this: bags for the curtains made of cream-and-brown toile de Jouy, the bedspreads of the same, and the furniture upholstered in figured chintz on a tête de nègre ground. Spain, one of the warmest countries in the world, chooses red materials for interiors. Gay red flowered chintz for slip-covers has a surprisingly cool effect on a hot day when used in a room with neutral walls. If you want to take your winter curtains down and put them away, the shops have inexpensive chintz or toile curtains that are made up and ready to put in their place. Macy has charming ones trimmed with pleated ruffles or French braid for less than \$10 a pair, as well as smart casement curtains of new Tubez rayon in lovely colours for less than \$5 a pair. Candlewick spreads for colonial houses abound at Macy's, and you may have them in white with polka-dots in practically any colour: red, green, blue, yellow, orchid, peach, or rose—for less than \$6 each. They are enchanting to add gaiety to a room that has red chintz curtains. Other effective spreads are of appliquéd English cotton broadcloth in all shades, costing less than \$16.

SUMMER DRESS FOR THE HOUSE

Even if it is summer, the hostess must give adequate thought to quilts for her guest-rooms. Lord and Taylor have gay quilts for less than \$10 with bedspreads to match that cost even

less than that. They are shown in a variety of coloured backgrounds with tiny sprays of flowers scattered over them. At Lord and Taylor, backgammon has even gone as far as the hooked rugs—a small rug being designed in this manner costs less than \$23. It should be an amusing curiosity in another decade. A new slip-cover material is also to be found there. It is a cream coloured linen, printed in an all-over design with a two-inch plain border giving it a smart effect when made up. The border may finish off the box pleating around the bottom of the sofa, or it can alleviate the plain effect of the rest of the sofa by striping the back and pillows. You have a choice of cream with eggplant, cream with blue, or cream with brown. Lord and Taylor also have immensely smart organdie casement curtains, made in the Directoire manner. They cost less than \$8 a pair and will brighten your bedroom tremendously.

QUILTED SUGGESTIONS

The Nancy Lincoln Guild, the fascinating shop run by Princess Obolensky, has a perfect mine of beautiful quilted things. A scalloped taffeta bedspread, with a strip of exquisite hand-painted quilting down each side, and an oval of hand-painted quilting on the pillow cover are really masterpieces, but cost less than \$41. A brilliant idea of Princess Obolensky's is a summer bedspread made with a quilted design on a white linen damask tablecloth that is bedspread size. It costs less than \$36. A dressing-table skirt with sprays of flowers quilted on taffeta costs less than \$46. Old-fashioned chintz pillows are priced at less than \$5. One of the most amusing of Princess Obolensky's designs in pillows is called "The Honeymoon Breakfast." A scene of a breakfast table with two empty chairs is appliquéd on it—the breakfasters, you see, both being late. It costs less than \$4.25 and is shown on page 88. If you need any small objects to brighten up the guest-room, the Nancy Lincoln Guild has them. Adorable quilted taffeta fish and turtles for tiny extra pillows or pincushions, costing less than \$2.75. Exquisite quilted taffeta Kleenex holders at less than \$6.25. Net curtains appliquéd with sprays of chintz flowers costing less than \$5 a pair. This shop has, also, a garden bag of interesting Indian print, holding a pillow to make the garden bench softer and a light throw for your knees, with room, as well, for your books and sewing. This is a delightful present to give an invalid friend this summer.

Benello and Pillori, on Madison Avenue, have glorious Venetian glass for the summer table. Vases and candlesticks and table glass and—even more interesting—enchanted glass flowers and fruits, glass animals, and cactus of every imaginable variety. This is also a sanctuary for those marvellous Lenci porcelain imports. The touching Farewell figure group shown at the upper centre on page 88 is typical of the charm and individuality of these porcelains. It costs less than \$20. (Continued on page 110)

All for Beauty



A Beauty Treatment by *Harriet Hubbard Ayer*

Nothing could be simpler or more satisfactory than a HARRIET HUBBARD AYER home treatment. It is a carefully balanced scheme of cleansing, nourishing and refining, to which your skin responds at once. Devote a few minutes each day to this rational and scientific method of skin care and you will soon see very definite results.

First cleanse your face with LUXURIA to remove every atom of buried dust and grime from the pores. Massage with SKIN & TISSUE BUILDER, a rich, clear cream that feeds and rebuilds the underlying tissues and tones up the muscles. Then pat your face with EAU DE BEAUTE Skin Tonic to refresh and brighten it; and lastly, smooth in a film of BEAUTIFYING FACE CREAM to whiten and refine the surface and give your complexion the final charm of transparency and delicacy of texture.

LUXURIA costs 40c, 75c, \$1.75, \$2.50. SKIN & TISSUE BUILDER and BEAUTIFYING FACE CREAM each 75c, \$1.50, \$4.00, \$6.50. EAU DE BEAUTE 75c, \$1.50.

Full instructions for other home treatments are given in the booklet "All for Beauty," which goes into every detail that concerns one's looks. A copy will be sent you free on request to
HARRIET HUBBARD AYER, New York.

HARRIET HUBBARD AYER

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The families and the friends depart



At top—Iridio-platinum wedding ring, set with diamonds, \$165. Above—Groom's Orange-Blossom wedding ring in platinum, from \$60, in gold, from \$18. Bride's Orange-Blossom ring in platinum, from \$21.50, in gold, from \$10.... Many other Traub engagement and wedding rings, from \$10 to \$500.

Traub

- And you're left alone . . . just the two of you. Looking at the third finger of your left hand, you're glad. . . .
- You're glad you bought a Traub ring too. How distinct and delicate the orange blossom spray on gleaming platinum. You can turn the lovely band around and around on your finger . . . the pattern is unbroken. It is made with that perfection of detail that comes of fine workmanship. You are proud of it, it satisfies your love of beauty... does credit to your taste.
- Remember the day you chose it together? Your jeweler showed you rings and rings (how helpful he was . . . you must consult him about silver and service). There was a slim gold band, covered with intricate arabesques . . . and a beaded-edge circlet, very smart, very new . . . and a baguette-diamond band. Each ring distinguished and unusual . . . carrying the name of Traub.
- You chose a Traub Orange Blossom. And you're glad. . . .
- Our little booklet, "Bridal Etiquette," tells all about announcements, trousseaus, the Ceremony . . . about men's wedding rings too! Write for your copy. Traub Manufacturing Company, 1932 McGraw Ave., Detroit, Mich., and Walkerville, Ontario. TRADE MARK

STIMULANTS FOR THE HOUSE

(Continued from page 108)

Macy's lamp and shade department is bigger and better than ever. White pleated paper shades with different coloured borders are well made and priced at less than 70 cents each and would give your electric light fixtures a fresh smartness. Lord and Taylor have a quaint new shade that is reminiscent of the paper Valentine. It would make a nice change from your taffeta shade. It is still smart to be Empire, this spring, and in this store is a copy of an Empire lamp in cream and gold that costs less than \$13, with an effective cream shade with gold bees on it that is priced at less than \$8.

White is very much the rage this season in decoration, and many smart white lamps are to be had at very little expenditure. Bloomingdale has a really good white pottery lamp for less than \$2, with a white shade decorated with green leaves on a gold band for less than \$4. More impressive are their white French porcelain lamps with white shades ornamented with silver and black ships that are less than \$23 a pair. Delightful French prints and gouaches are incredibly cheap—less than \$7.25 and \$10.25 respectively. For those who have colonial houses and want flower vases, nothing could be better than their copies of large Stiegel glass vases costing approximately \$5 and pewter flower cache-pots at about \$1.50. An interesting black Dutch humidior and a cigarette box with a silver monogram—you can see them on page 89 on the round table—are two other whatnots of interest at Bloomingdale's. They are both priced under \$8.

AMUSING ODDS AND ENDS

Jones and Erwin, decorators, sell amusing glass vases for a few flowers for less than \$4. Their ravishing lamps and shades are not at all expensive. A round pillow, red on one side and blue on the other, with a quilted white band around it, is terribly smart (as is everything else in this shop) and costs in the vicinity of \$18. An enormously clever dressing-table arrangement was seen in this shop. A background for the dressing-table was cleverly made by photographing window-shutters, pilasters, and drapery, enlarging the photograph, and making thus a photo mural on the wall-paper. If you will turn to page 89, in the lower right corner, you will see the amusing result. This photo mural may be had in sepia or black-and-white and can be glazed. It costs about \$2 a square foot, which is less than half the price of mural painting. The dressing-table itself is draped with an old altar-cloth, although modern candle-wicking can be used in the same way. The mirror on the dressing-table is an old one, finished in antique white. The hassock is covered in old quilting and has a fringed top.

Brownell-Lambertson Galleries have real *objets d'art* for amazingly small prices. Orrefors glass designed by the new modern artist, Lindstrand, is one of their specialties. The decanter and glasses shown on the table on page 89 are representative of this type of glass and cost about \$7 for the decanter and \$22 a dozen for the glasses.

Bowls by Maya Grotell, a Finnish potter who does very good work, have designs on them in lustre, and cost approximately \$10.50. Fine examples of the pottery of several young foreigners and Americans are to be found here, among which are the unique pieces of that extremely clever artist, Marianna Von Allesch, who makes such enchanting glass animals. She is now at work making a set of the characters from Alice in Wonderland, of which the King and Queen are shown at almost the optical centre of page 89. The pair of green Danish porcelain vases, by Sadoline, on the lower shelf of the étagère on page 88 are from this shop. The lamp of chromium and copper disks shown in the centre on page 89 is from Brownell-Lambertson. It was designed by Marguerite Kay and costs about \$27. The silver paper shade costs about \$11. This gallery, also, has fine prints for less than \$11, and very fine sculpture and good screens painted by such artists as Pierre Bourdelle.

Out-of-door things are one of the chief concerns of the Mayhew Shop, and the collection of modern china and glass, lamps and furniture, is excellent. This shop has some painted trays in a variety of designs on painted metal stands that are not only decorative, but very useful. The price is less than \$26 for both. A pale green one painted in a chinoiserie design is worth going to see.

Rena Rosenthal has small objects that are very amusing and not expensive, such as the small enamel match holder and ash-tray you see in the centre on page 89 and the blue-and-white glass men and cacti on the upper shelf of the étagère on page 88 (the tallest one is really a wax candle in a silver pot).

Lenox Hill Studios have some new pillows with golf and polo scenes embroidered in gay colours on linen, costing less than \$13 each. The embroidered crewel pillows in flowered designs at this shop are very charming for colonial rooms.

Olivette Falls, who has the smart green cache flower-pot with the realistic spray of geraniums sitting on the window-sill at almost the centre of page 88, has many other attractive and important house accessories. An octagonal chintz pillow with a flower medallion in the centre and pleating around the edge costs about \$6.25. Stiegel glass cornucopias that hold a few flowers and cost less than \$2.75 would make nice gifts, and green glass dressing-table lamps and voile shades to match cost less than \$21 for the pair complete.

CHIC DISCOVERIES

Diane Tate and Marian Hall have a pair of rare old chartreuse-green compotes—one of which is illustrated on page 88, at the lower left—that are reasonably priced. They also import from Paris those smart and modern Aubusson rugs designed by Monsieur Boisseau. The colour scheme of one rug that held our attention included turtles, deer, and panthers in lemon-yellow, pistachio-green, and lacquered on an off-white ground with black outlines and (Continued on page 112)

DOROTHY GRAY



LIKE A TOWER OF IVORY... AN UNLINED YOUTHFUL THROAT

Too often we think of beauty in terms of faces alone. Yet your throat can be as flawless and beautiful as a slim ivory tower. How wickedly careless it is to let a crêpe-like texture give your throat cruel, aging lines! A crêpy throat will age a woman's entire appearance, even though her face is still young. But it is a simple matter to keep your throat flawlessly smooth. The Dorothy Gray treatments for preventing crêpy throat and correcting it have for many years proved their success in the Dorothy Gray salons. So that you may readily give yourself these treatments at home, Dorothy Gray preparations are sold at leading shops everywhere. Ask or write for the booklet "Your Dowry of Beauty." It gives you clear directions for all the Dorothy Gray home treatments.

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NOTHING LIVES ON BUT MEMORIES

Time may make changes • distance may alter
enchantment • keepsakes may be lost • but
Memories live on forever •

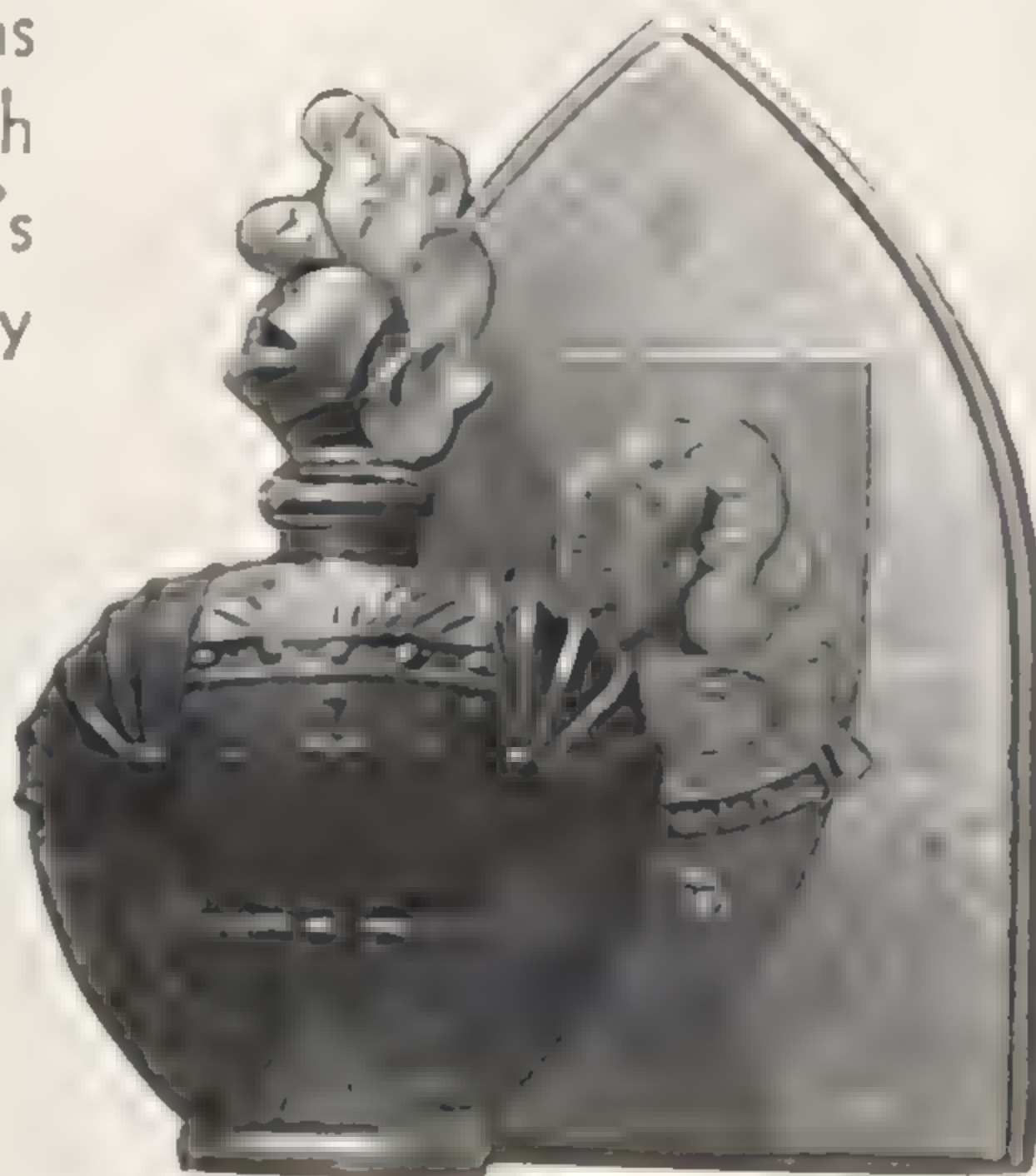


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CHEVALIER
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THE "KNIGHT OF THE NIGHT"

(Boudoir sizes \$12 and \$7.50; small flacon \$3.75)

STIMULANTS FOR THE HOUSE

(Continued from page 110)

a black border. A lamp-shade of white woven mica was another chic discovery for less than \$28.

Stern has one of the best upholstery departments in New York. Many of their materials are exclusive with them, many are imported, and the prices are reasonable. A glazed toile for less than \$1.25 a yard has a classic design that is interesting. It may be had in a nice range of colours. Gay block-printed linens and striped crashes are smart for slip-covers. In the bedspread department, a green organdie spread with appliqué flowers of white organdie is cool and charming. The single bed size is priced under \$8.25, the double bed size under \$11. Some of the linen damask luncheon sets are Stern's own exclusive designs. One, called the wave pattern, costs less than \$5 for the cloth with six napkins, and less than \$7 for a larger size with a dozen napkins. Their modern German printed voiles are amusing for summer luncheon sets. They cost less than \$13 for the table-cloth and six napkins. Exclusive with this shop, also, are certain glass designs. One with a smart modern chintz pattern costs less than 80 cents for each glass. Chromium candlesticks that look like silver and are modern in design cost less than \$24 a pair. Amusing old Staffordshire figures are also to be found here. "Wallace"—a sixteen-inch figure—shouldn't be missed—not at the approximate price of \$16.

Gimbel's have a linen department worthy of many encomiums. A linen with a Victorian lace pattern on a blue ground would make any one enjoy lunch on a hot summer day. The large size costs less than \$23 for the cloth and twelve napkins. A real gem to be found at Gimbel's is a screen that serves as both a screen and a dressing-table. The two wings are covered with wall-paper, and the centre panel is half-mirror and half wall-paper. Glass shelves on all three sections make it a treasure of practicality. To accompany it is a stool covered in green-and-cream chintz to match the colour of the wall-paper. Screen and stool complete, even though you won't believe it, are priced at less than \$28. You can see what we are trying to describe on page 88, at the upper left. The oval hooked rug in this picture, with mauve, pink, and blue flowers on a cream ground, costs under \$13.

FOR SUMMER CURTAINS

Those who want unusual casement curtains can have them by going to McCutcheon's and buying imported, hand-loomed Swiss organdie. A pale pink hand-loomed Swiss organdie embroidered all over with tiny leaves in bright coral, blue, and green is practically irresistible and costs less than \$2 a yard. There is another imported organdie that is made in every imaginable colour with a self-check or a self-plaid and costs less than \$1.30 a yard. All these Swiss organdies launder beautifully and do not lose their delicate colour. Another outstanding material is a smart eyelet-embroidered batiste in lovely shades and patterns, which would make nice ruffled curtains in a room where no over-drap-

eries are needed. It costs less than \$2.55 a yard. This is the place for imported handkerchief linens, at less than \$1.30, with polka-dots or pin stripes in smart colour combinations, and the Paris lawn in small flowered designs in every pale colour combination, at about 80 cents a yard.

McCutcheon also has quantities of new materials for slip-covers. Many of the imports can be found nowhere else in town. One of the cheapest and smartest for summer houses is the Indian madras. One bold design has the virtue of a different colour combination on each side. One side is in navy-blue, red, and white, while the other side is in navy-blue, orange, and white. The same design is offered in another colour scheme—black, yellow, and white on one side and black, orange, and white on the other. These madras cost less than a dollar a yard, and you will go far before finding a more practical slip-cover. Another lovely Indian print for a living-room has a black background and gay red flowers, with a white border trellised with red flowers. Besides these Indian prints, there are old Belgian linens in lovely new plain colours. The light-weight variety costs less than 95 cents and the heavy-weight less than \$1.25. One with a small, Directoire, conventionalized daisy pattern, in self and contrasting colours, costs less than 80 cents a yard. For bedrooms, there is a Devonshire cloth in soft rose, blue, tan, and green, costing less than 50 cents a yard.

FOR A COUNTRY HOUSE

At Eleanor Beard's, you will come upon a quilted everfast gingham spread with curtains to match that would be perfect in a country house. Turn to page 88, and you will see a picture of the set. A variety of lovely colour combinations are available, the single spreads cost under \$33, the double under \$38, the curtains under \$13.

Besides chintz at the Chintz Shop, there are trillions of amusing things to cheer up your house: a quaint Victorian powder-box in yellow, red, and blue for less than \$3, and rose-topped perfume bottles, for about \$6, both of which are shown on the dressing-table screen on page 88. The small glass bottle, white box, porcelain cat, and porcelain box on the shelves of the étagère on page 88 range in price from about \$1.50 to \$5. A gem of convenience for restless Americans is a folding baggage rack, painted in a variety of colours seen at this shop. It costs under \$14. A silent valet to hold a man's coat, trousers, and shoes is another household appointment worth investigating. It costs under \$14. Both of these are shown towards the lower right on page 88.

The charming étagère for your *objets d'art* is to be found at Thedlow's. Pagoda-shaped, it is made of wire painted gold, with shelves in lacquer-red. A mirror back helps to exaggerate the size of your collection. It is shown at the upper right on page 88.

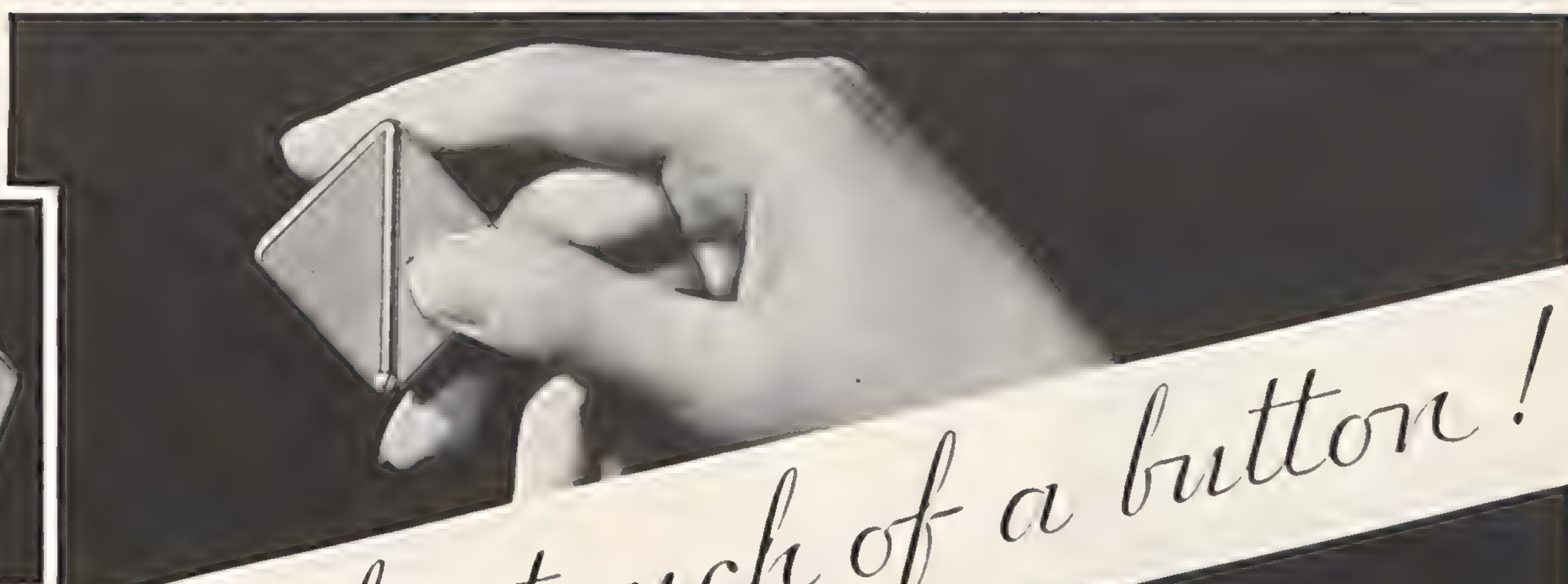
Walter Salmon has designed a tea-table that is all a tea-table should be. It is made of polished nickel with a clear glass tray and mirror glass shelf, which can (Continued on page 114)

C O R R E C T T I M E



Gruen Carré (above), modern engraved design; 17-jewel movement, \$75

Gruen Carré (below), choice of colorful lacquer combinations; 17-jewel movement, \$65



At the touch of a button!



Gruen Carré (above), 15-jewels, plain case, \$55; 17-jewels, case finished in natural coin gold, \$65; 14-kt. solid gold, \$125



Gruen Carré (above), smartly tailored in fine leathers; \$55 to \$65
Other Gruen Watches, \$27.50 to \$3500

Before you buy any watch, weigh these points of Gruen value

1. **INNER QUALITY.** The beauty of true gold—not the flashy hardware metal that masquerades as white gold. Fine craftsmanship inherited from the old guild masters. No Gruen Watch is ever cheapened to meet a price.

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duced the wrist watch in America.

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PRECISION

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A mark placed only on watches of higher accuracy, finer quality—none less than \$65. For the finest of watches look for the Gruen mark PRECISION on the dial.



CARRY it in purse or pocket. Wear it on a chain. Stand it on your desk or night table. It's the handiest little all-around timekeeper you ever saw—the Gruen Carré, for men and women! Springs open at the touch of a button, snaps shut as you close your hand. As for accuracy—it's a Gruen, and you couldn't want more! Go to your Gruen jeweler's. See the Carré. Take it up. Open it. Shut it. Try it out. Fascinating!

Gruen Watch Makers Guild, Time Hill, Cincinnati, U. S. A. Largest manufacturers of fine watches exclusively—engaged in the art of fine watchmaking for more than half a century. Branches in various parts of the world.



Ostende (above), Gruen 17-jewel timekeeping Baguette; 14-kt. solid gold case with mesh cord bracelet, \$100



Gruen Pentagon VeriThin (above). "The Croix de Guerre for American Achievement," 21-jewel PRECISION movement, \$115

Longacre (left), Gruen's new 21-jewel wrist watch for men; celebrated rectangular Quadron movement. Smartly dressed in hand-finished, solid natural coin gold, \$100



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PYJAMA SLIPPERS OF FORMAL CUT

• The open-cut sandal at the upper right is of gold kid and interlaces in a new way over the vamp. It is from Macy's

• Turquoise-blue doeskin makes the centre slipper at the right, which is piped in gold kid; Franklin Simon

• The red antelope hostess sandal shown at the lower right has a lining of gold kid. It is from Lord and Taylor



• At the upper left is a slipper of natural toska cloth. It may be tinted any colour; Walk-Over Fifth Avenue

• At the left, centre, is a black moire slipper bound with silver kid and black satin; also in colours; from McCreery

• This formal slipper, lower left, is of gold kid and white satin; also in white satin tinted any colour. It's from Best



STIMULANTS FOR THE HOUSE

(Continued from page 112)

be removed. It stands in the group of furniture shown at the upper right on page 89, and you will find it at Lord and Taylor.

In the same group of furniture on page 89 is a chair designed by Donald Deskey and typical of the best of contemporary thought in furniture. It is of brush aluminum with a tan leather seat and back, and it costs in the neighbourhood of \$75. Vollmer, Incorporated, has it, and also an indirect floor lamp of polished nickel that is a great help for bridge table illumination. Donald Deskey also designed the red chenille and aluminum chair shown in the group at the lower left on page 89, which may be bought at

the Arden Studios. The perfect little end table beside this chair is made of bakelite, a composition that will not stain or be burned by cigarettes. Three shelves make it decidedly practical, and it is offered in either black with brush chrome metal or tan with polished brass. It costs under \$70. Standing on this table is a lamp of chromium plated tubes with a white parchment shade, also from Vollmer, Incorporated, and designed by Donald Deskey.

At Buckwalter, there is an amusing oval vase of shell-pink decalcomania, which is filled with a gay variety of glass flowers. It is shown at the upper left on page 89.



THE PRICELESS INGREDIENT AND THE DRESSING TABLE

The modern woman employs many sensible aids to youthfulness. She deftly pats a cleansing cream into her skin at night. She regularly shampoos her hair. She finishes her bath with a swish of soft powder. She enhances each day's smile by careful mouth hygiene. . . . Wise ways to charm. And how important, indeed, that cream and powder, dentifrice and lotion—products you use so often—be of the highest purity!

PERHAPS you have never thought of E. R. Squibb & Sons as making cosmetic preparations. For only naturally, you look on the House of Squibb as an institution primarily devoted to the preparation of medicinal products and the service of the medical profession.

That is, of course, true. Yet today, E. R. Squibb & Sons also prepare many products that are required for the dressing table—products that are indispensable to personal hygiene and the well-groomed appearance.

These Squibb Cosmetic Products are prepared under exactly the same strict standards of purity as Squibb Pharmaceutical and Biological Products.

Only the finest ingredients, tested and re-tested many times for purity, are compounded into Squibb Toiletries. No possibly harmful substance is ever present. Every formula is the result of the highest technical skill.

Ask your druggist for these pure products under the Squibb label. They contain, in truth, The Priceless Ingredient,



the honor and integrity of the maker. The several Squibb Toilet Powders, such as SQUIBB TALCUM POWDER, SQUIBB BATH

POWDER and SQUIBB NURSERY POWDER, are worthy of special mention. To prepare a superior powder, the finest quality talc must be obtained.

Pure Italian talc is used exclusively for these Squibb powders because no other section of the world produces so excellent a talc. Squibb Toilet Powders are as soft as down, soothing, acid-absorbing and strictly non-irritating. They never contain chalk, metallic substances or any other impurities. The odors used in preparing the various scented Squibb powders are of the highest purity and most delicate fragrance.

Among other Squibb Products widely purchased for the dressing table and bathroom are the following:

SQUIBB DENTAL LOTION	SQUIBB DUSTING POWDER
SQUIBB OLIVE OIL	SQUIBB COLD CREAM
SQUIBB DENTAL CREAM	SQUIBB SHAVING CREAM
	SQUIBB TOILET LANOLIN

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Leading
Dressmakers

It is our privilege to serve a distinguished clientele who value the exclusiveness and satisfaction of individually made-to-order clothes . . .

© PEGGY HOYT, INC.

REJUVENATING THE WARDROBE

(Continued from page 91)

Salomon and Phillips saddle soap is another good British product. It is made from an old formula, one hundred years old, and is excellent to have around with riding-boots and, of course, other shoes, belts, leather furniture—in fact, any leather goods. The Kydet shoe creams clean as they shine, and you can get them now in all sorts of pastel colours and in very appealing crystal bottles with black stoppers, which are an ornament to the bathroom. The especial point about these creams is that, if you have, for instance, blue shoes that have lost their brightness, you can obtain blue cream that will restore their colour.

UNDERWEAR LORE

For fading underwear, there is little hope beyond tinting—and after that the deluge. It is a good idea to rotate your lingerie so that it will all wear out at once and not leave you with new slips and old panties or vice versa to combine. If you want to keep your underwear in apple-pie order at home and lend it a bit of style when you go away on a week-end—make big flat envelopes of some gay linen like the red, white, and blue print at Macy's (in the dress goods department, at less than \$1) lined in blue and monogrammed with a big red or blue monogram, again, thanks to this machine age, at the Plaza Permanent Pleating Shop, which, of course, is more especially well-known for its marvellous hand-embroidery. These envelopes look just as smart in summer as satin or moire and cost infinitely less, and the machine monograms are well done.

To close, just a few farewell home truths from abroad on cleaning, washing, and dyeing. Most printed dresses and most crêpe evening dresses can perfectly well be washed, especially if you have bought the material yourself and had it shrunk. If you haven't, the safest thing to do is to try a bit of the belt first and see how it reacts. Wash, rinse, and then always roll the clean object in a bath-towel. Press on the wrong side. Colours with an inclination to run wild never streak in the suds. The danger moment is in the drying, and, therefore, you have to work very fast, drying the garment before an electric fan, racing the run of the colours. Don't sprinkle crêpe nightgowns or panties. If they are too dry, lay a damp cloth over them and press on top. Take a few minutes each night to press the dress

you are going to wear the next morning. The effort is heroic, but well worth it. If you are pressing a wool skirt, do it on the right side, steaming it with a damp cloth wrung almost dry. Then, turn it to the wrong side and press without the cloth. If there is a bit of shine left, it can be removed by placing a dry cloth on top of the shiny spot, then on top of that the wet cloth again, and then pressing the iron lightly on top of that.

Annette, that jewel among cleaning powders, has now evolved as a cunning little Shakerette—made like a lipstick and meant to carry in your purse in case of unexpected distress. You can fill it from the mother can—and the beauty of the powder is that it leaves no ring.

Sweaters wash beautifully in nine cases out of ten, if you will draw the outline first on a piece of shelf paper on the floor, and then smooth the sweater out flat to dry on this same silhouette, after you have followed all the directions on the soap flake box. Failures with Tintex and home dyes usually come from over-eagerness. You have to be terribly sure that the stuff has dissolved and try out scraps of material to see if the colour is right. Usually, you have to mix several colours to get just the perfect shade. And it is a good idea to dip Tintex in the water in a little cheese-cloth bag.

FINAL TIDBITS

If you have any old lace to be salvaged for a wedding veil or a wedding gift, Zallio on Fifth Avenue can duplicate any known stitch. This shop will take old lace scarfs and make them into jackets to wear with your evening gowns. But don't use your lace scarfs in this way, unless they are really unwearable, for, properly renovated, they are enchanting on summer evenings. A. L. Workman, on Madison Avenue, takes your own material and makes new bags on old frames, and they reline bags and replace missing stones, too. Lastly, if you want a closet so perfect that the clothes will practically take care of themselves, Aguilar, before mentioned in these pages, makes your closet space, no matter how small, into a miracle of convenience for you. As a final tidbit, there is a new double-duty clothes-hanger called the "Kant-Fall Hanger," which is a marvel, especially for sports clothes, skirts, and evening gowns. It positively won't let your best rags fall in a heap on the floor.

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, entertaining, and matters of etiquette; on costume and fashion; on household decoration; on shops and wholesale houses dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the be-

ginning or at the end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of the totally unrelated questions contained in a letter, any one of which may require a considerable amount of research to answer adequately.

(3) Unless especially requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

"Beautiful gowns . . . beautiful make-up! I create the one, and suggest the other. It is unquestionably the fashion now to harmonize make-up to match the dress. So I suggest correct harmonizing shades of rouge, powder, lip rouge and eye make-up. For every requirement — for the resplendent, the demure, the subtle note, I find the marvelously harmonized Princess Pat beauty aids preeminent."

Howard Greer

HOWARD GREER
Hollywood's famous
couturier, suggesting
Princess Pat harmonized
make-up to be worn
with Evelyn Brent's gown.



harmonized make-up IS the accepted fashion note ▼ ▼

Just as costume differs to suit the occasion, make-up must vary to harmonize with the gown . . . if one would be fashionable. With dominant costume colors, correct make-up requires that radiant color be achieved for the cheeks — radiant, yet natural. With subdued costumes, correct make-up must be subtle, attuned to the theme of delicacy. Millions of women have discovered that the cleverest, most beautiful make-up is invariably achieved with Princess Pat. In all that Princess Pat provides — rouges, powders, eye shadow, eye-brow pencil, mascara, foundation — there is difference. No crudity of shades, but secrets of wondrous color harmony giving beauty that seems impossible.

Seek Princess Pat beauty aids in the better stores.
Accept them as a precious enhancement of your beauty.

PRINCESS PAT

EVELYN BRENT APPROVES



"IT REALLY IS INDELIBLE"

"Gloriously beautiful color . . . exquisitely smooth texture." This is said of Princess Pat lip rouge. "And it is indelible!" One application lasts throughout the day — unpaired

FOLLMER, CLOGG UMBRELLAS

FOOD FOR THOUGHT FOR THE HOSTESS

(Continued from page 93)



Dress-up things for dress-up functions. Vanity Fair's pin-striped length under the arm completes the afternoon costume in the most beguiling way.

To

CARRY OUT THAT DRESSY FEELING

THE old family umbrella just won't do when you're all dressed up, going places. Today's doings demand the *right* umbrella. It was this fashion awareness that led Follmer, Clogg to create the umbrella wardrobe. Dress umbrellas by all means, said they, for dress occasions. Likewise, sports styles for the racier, sportier costumes... By styling umbrellas *according to their uses*, Follmer, Clogg have linked the umbrella—correctly and happily—into the ensemble picture.

Follmer, Clogg umbrellas make grand companions. Their silk covers, fresh from the Follmer, Clogg silk looms, are a delight to see, to feel, to take refuge under. Every inspired detail of their making is based on a history of fine workmanship which dates back almost half a century.

FOR YOU—A FOLDER
New... informative... complimentary. Ask for *Choosing an Umbrella Wardrobe*. Address Follmer, Clogg & Co., 252 West King St., Lancaster, Pa. Other Offices: New York, Philadelphia, San Francisco.

At leading department stores and specialty shops everywhere, for men, women, children. Women's models illustrated range from \$5.00 to \$10.00. Ask for Follmer, Cloggs by name.

HEAR THE FOLLMER, CLOGG RAINMAKERS—Music, fun and authentic style tips over WEAF and sixteen other radio stations of the N. B. C. Red Network, Fridays, 10:15 A. M. (E. S. T.). Choice bits of "overhead" news.

SELECT AN UMBRELLA WARDROBE EXACTLY SUITED TO YOUR NEEDS

FOR TAILORED WEAR—*Acorn Top*—brings a breath of wooded stretches to the town costume. Cover of ombre design.

FOR DRESS WEAR—*Mayfair*—reveals a formal elegance in its self-bordered silk and aristocratic handle.

FOR SPORTS—*Backgammon*—challenges all comers with a jaunty, sporty handle developed in two sprightly colors.

FOR THE SUITCASE—*Times Square*—brings its owner as modern-minded—when called to duty from the traveling bag.

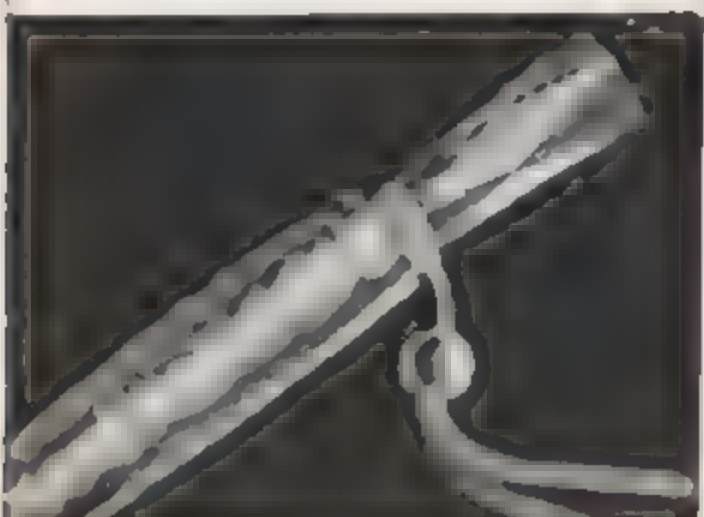
FOR THE MOTOR—*Follmer Motor*—lives right in the car—in constant expectation of a sudden shower. Leatherette case.



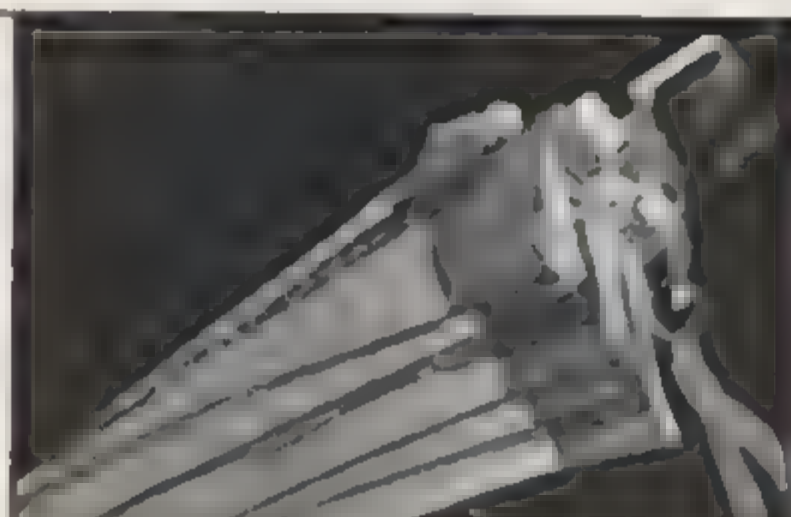
TAILORED



DRESS



SPORTS



SUITCASE



MOTOR

FOLLMER, CLOGG UMBRELLAS

ALL COVERS HAVE F. C. ON THE BUTTON, OR FOLLMER, CLOGG ON THE RIB

used as golf balls afterwards." "Hollandaise can be used to disguise spinach, but nothing seems to help turnips or squash." The book is full of sympathetic illustrations by Leonard Holton—in especial a beautiful bit of the "guest who thinks he is specially ordained by God to make a salad."

FRENCH COOKING IN AMERICA

To the uninitiated, "real French cooking" means something so very superior that it can be obtained only by boarding a boat and going to France. While we might suspect that the only difference between one alluring French name and the next is merely the addition of a single bit of this or that, how do we really know? How, that is, until the Misses Bonney come along and Tell All in their book, "French Cooking for American Kitchens" (McBride). Unlike Mr. Browne's book, this one is written especially for the blushing bride, but to keep her from fuming, and for all other cooks yearning to create delicious dishes by simple means. These young women take away the mysteries of French cooking, reducing its essentials, with all the important "petits soins" to terms of simple, practical directions. And so contagious is their enthusiasm that never will you let another day pass until you have provided your cook with a wire whisk, a fine wire sieve, a wooden pestle, and your favourite recipes from out of the book.

These authors deserve an accolade if only for the workable terms to which they have reduced the epicurean soups and sauces (see Purée Saint Germain, all the various butters, the Sole Normande et al.) and a place in the hall of fame for giving explicit and detailed directions for creating *fruits rafraichis* in true French fashion, which is to say, perfection.

THE ART OF DRINKING

What to serve to drinking guests (aside from drinks) is the subject that occupies the minds of many hostesses, and it is answered once and for all by Dexter Mason in "The Art of Drinking" (Farrar and Rinehart)—a little volume, but a big idea! Here are canapés of every variety, each printed on the same page with the drink it best accompanies—a brand-new kind of bar book and one the hostess takes to her heart. Many of the canapés are familiar, but have added little touches that give them a new verve. There are some excellent suggestions for mixtures from which the guests spread their own canapés—a procedure that proves amazingly popular with greedy gentlemen guests.

Some of these are so simple they take only a moment to prepare—for example, soaking a slice of crisp dill pickle in French dressing. I like especially the simple direction that tells you to poke a hole with your finger in the middle of a mixture of Roquefort cheese blended with sweet butter on rounds of toast and therein insert A-1 sauce or walnut catsup—delicious! One suggestion labelled "This has an ominous sound, but what a flavour!"

is: "To a cup of absolutely lean, very finely ground raw round steak add six anchovy filets, six capers, the yolk of an egg and a tablespoon of garlic-olive oil. Mash this all together and spread generously on rounds of thin pumpernickel or rye bread."

THE NEW FRENCH COOKING

Monsieur Paul Reboux, while he might not welcome his title, is really the Hostess's Best Friend! In his book "New French Cooking" (Knopf), he considers her every problem and leaves not one unsolved.

"Hallo, I Am Bringing Home a Pal for Dinner." "How Cold It Is!" "How Hot It Is!" "It Is Nearly the End of the Month." "We Must Ask Them Before the Holidays." (sections from the chapter, "Annotated Menus")—all draw to mind minor crises that have occurred in the lives of every hostess, and all, and many more beside, are dealt with in masterly fashion. The "pal" who was coming home to dinner, for example, when the larder was bare and most of the shops were closed, was regaled with "Three-Pea Soup, Fricadelles, Spinach au Gratin, and Praline Cream with Strawberries." Then, there is that divine-sounding salad of truffles served in honour of the gentleman who is responsible for the husband's rise in the world, not to mention the triumph known as "pain farci" served by the young lady to ingratiate herself with her estranged family. In the chapter on "Menus and Receipts," there are six menus and their recipes for lunch and for dinner, for each season of the year. All you have to do is know your season, close your eyes, and choose a menu that will enchant your guests. It is a veritable and diverting library in and of itself.

DINNERS LONG AND SHORT

"Dinners Long & Short," by A. H. Adair (Knopf), can be characterized as a sort of guide to chic in cuisine. It wouldn't be possible to give a dowdy meal with one of these menus as a guide, and there are dozens to choose from. Furthermore, if you are a crusader against the vice of overfeeding guests, you will want to present many complimentary copies of this.

The menus are in French, but don't let that deter you or the cook from using them, for all the recipes are in clear and simple English. The poached fruit catches the grateful eye of any one who knows how enchanting this can be when properly done and how appalling is the substitute, the sad, stewed fruit. Poached pears with rice, for example, are made—"Poach the pears" (process previously described), "but cut in two, and make a syrup of the liquid. Then cook some rice in milk with sugar and a vanilla pod. When it is cooked, and most of the milk absorbed, add two or three beaten eggs. Cook for a few minutes more, stirring all the time with a wooden spoon; see that the rice is sweet enough, and remove the vanilla. Make a sauce by melting some apricot jam in the syrup from the pears, and add a glass of Kirsch. Put the pears on a serving- (Continued on page 120)



ELEGANCE . . TO HAVE AND TO HOLD

To have the birth-charm of elegance is to hold a regal power. She whom that quality marks is an heiress to adulation; she is a part of calm eternity. And to her regal elegance, must all she owns accord. For true elegance is her constant goal. She desires perfume—the living song of Sappho! And, as other elegantes for a century, she seeks it from Guerlain, the master. Who can—who would—forget his Shalimar? . . . a caress of muted, minor rhythms . . . whose fame has gone round the world! Who would forfeit her L'Heure Bleue . . . sweet aria of Paris at its sapphire hour? Or Liu . . . so modern, and so moving. And who would deny herself his Shalimar Powder—so suave . . . or his lipstick—which enchants all eyes? To further the elegance of women is an art, an art of which Guerlain is the supreme genius



Shalimar is \$12.50 and \$25 Liu is \$30 and L'Heure Bleue is \$5 and \$15.

GUERLAIN

• P A R F U M E U R
P A R I S



FREE OFFER ENDS MAY 31

No more Ambrosia products given Free after May 31. Only until then can you secure a \$1 bottle of Ambrosia Cream and a \$1 bottle of Ambrosia Tightener Free with \$1.50 purchase of Ambrosia Cleanser and 100-page beauty book, "New Faces for Old."

There's a thrilling new beauty treatment ready for you in the stores today. While this offer lasts it costs only \$1.50 for 4 items. Brings you a medically-sound beauty method that risks no chance of disappointment, for results have been tested and proven by 789 examinations made by a great New York doctor.

Women! Read what doctor found

After 789 examinations, watching use of Ambrosia products on all types of skins, here is what doctor reported:

AMBROSIA: "Ambrosia is a clear, pleasant-smelling liquid which cleanses the skin thoroughly and deeply. It acts as an antiseptic and prevents formation of pimples and surface infections. Is healing, tonic and astringent. Lessens oiliness and is pleasant and invigorating in its action." Note: You get new, larger \$1.00 bottle of Ambrosia in this offer.

AMBROSIA CREAM: "Ambrosia Cream is a valuable softening agent, found to be beneficial for all dry and sensitive skins. For chapping and windburn and as protection against sunburn it is pleasant, bland and softening. Helps overcome lack of natural oil." \$1.00 bottle of this amazing cream FREE to you while offer lasts.

AMBROSIA TIGHTENER: "Ambrosia Tightener is a lavender-colored liquid which is especially useful to lessen oiliness, reduce large pores and tone the skin. Also improves muddy complexions, refreshes

and stimulates." Note: you get \$1.00 bottle of this Tightener FREE in this offer.

Not promises... FACTS

Here are no vague words, no illusive promises. Instead, the definite findings of a famous skin specialist.

Read the full story of this doctor's findings in "New Faces for Old." Follow the treatment prescribed in this book for your type of skin. Watch defects disappear... skin takes on longed-for loveliness! Published by Covici, Friede Inc., first edition of "New Faces for Old" sold in bookstores for \$1.00. Special edition included in offer costs only 50¢.

Last notice of free offer

Only until May 31 can you obtain a \$1.00 bottle of Ambrosia Cream and a \$1.00 bottle of Ambrosia Tightener FREE with \$1.50 purchase of Ambrosia and book. After May 31, prices will be... Ambrosia Cleansers: \$1, \$1.75, \$3. Ambrosia Cream: \$1, \$2. Ambrosia Tightener: \$1, \$1.75, \$3. Hince Ambrosia, Inc., 114 Fifth Ave., New York; 69 York St., Toronto, Ont.

Copyright, 1931, Hince Ambrosia, Inc.

FOOD FOR THOUGHT FOR THE HOSTESS

(Continued from page 118)

dish with the rice in the middle, and pour over the sauce."

Be sure to note, too, the pâté of salmon, the *tarte au jambon*, and the purée of marrons, and be not disturbed by the cropping up of wines throughout these recipes. They can be most satisfactorily approximated by our cooking varieties

THE GOURMETS' ALMANAC

A book that is as palatable to the searching mind as it is to the eager stomach is Allan Ross MacDougall's "The Gourmets' Almanac" (Covici-Friede). The author has achieved a veritable Wagnerian strain of food. In his amusing preface, he gently pities all weary, dyspepsia-haunted folk and all rational, categorical cooks.

The result of his impassioned research into the flesh-pots of history has resulted in a book redolent with the perfumes of mediæval bakings, of strange, rare sauces sanctified by king and fat-stomached bishop, of spicy, seasoned game, of sweet, rich fruits, and proud vegetables. You will swoon with desire when you read the Recipe for the Newly Rich, which begins:

"Take a fine seeded olive that has been stuffed with capers and anchovy and steeped in virgin oil and place it in the carcass of a fig-pecker, whose head and feet have been cut off.

"Place this fig-pecker, so trussed, into a fat and fleshy ortolan.

"Place this chosen ortolan into the carcass of a field-lark—" and so on, capturing all small birds within each other according to size, until it winds up with a "lovely, fat, white turkey shut up in the carcass of a good bustard." And, at the end of it all, you throw everything else away and eat the "fine olive!" In addition to such recipes as this, the book is well larded and spiced with drinking songs and aphorisms, chanting the glory of food, and of old customs and feasts, each in almanac fashion, appropriate to the time of year with the recipes thereof. It is a "gay broth" of a book, to be enjoyed by all who find pleasure in life.

FORTNUM & MASON'S COMMENTARIES

Not strictly to be included in a résumé of cook-books, but never to be omitted as a hostess's prize possession is Fortnum & Mason's book of commentaries, entitled "Let's Forget Business," by H. Stuart Menzies, illustrated by W. M. Hendy (Macmillan). This gay assemblage of dissertations is enough to make any one forget business practically forever, and rush for those delectable foods to

be purchased, as you may have gathered, at Fortnum & Mason. Here are those plum puddings sprayed with brandy during their maturing period; the veal and ham pies that proved the downfall of a famous vegetarian; the game pâtés that many people prefer to marriage; the Stilton cheeses that have taken the place of confetti at the more distinguished weddings; the pheasants that were at Eton with peers—al jovially escorted throughout the pages by pictorial records of the lives of these commodities. Look for the artist's insignia in the corner; he changes his nationality every page or so. The comments can be purchased at Fortnum & Mason shop, now firmly established in New York.

COOKING AS MEN LIKE IT

J. George Frederick has an entirely new angle in his book, "Cooking as Men Like It" (Business Bourse). Here is no gay dissertation on foods or fine points of cuisine. This gentleman has a Purpose. In a word, he wants men to eat, not only wisely, but well from the point of view of what they like best themselves. He discusses, and quotes other gentlemen who discuss, "food crimes." He devotes a whole chapter to chops and steaks, and another to special dishes men adore. He gives a dietary régime to keep men healthy, wealthy, and wise. There is, too, a group of salads that men "can endure." For their sake, I hope their endurance never has to be stretched to include two of the *mélanges* given, one involving, as it does, chopped marshmallows, the other ground peanuts—ingredients, one feels, especially made *not* to grace a salad—any salad!! There is a practical chapter on outdoor cooking and a long one on breakfast. And, mercy, what meals gentlemen seem to like to begin the day with! All in all, a very present help for the earnest young wife about to take up the business of being a helpmate, but not, I should say, for the epicure.

FRENCH COOKING FOR EVERYWOMAN

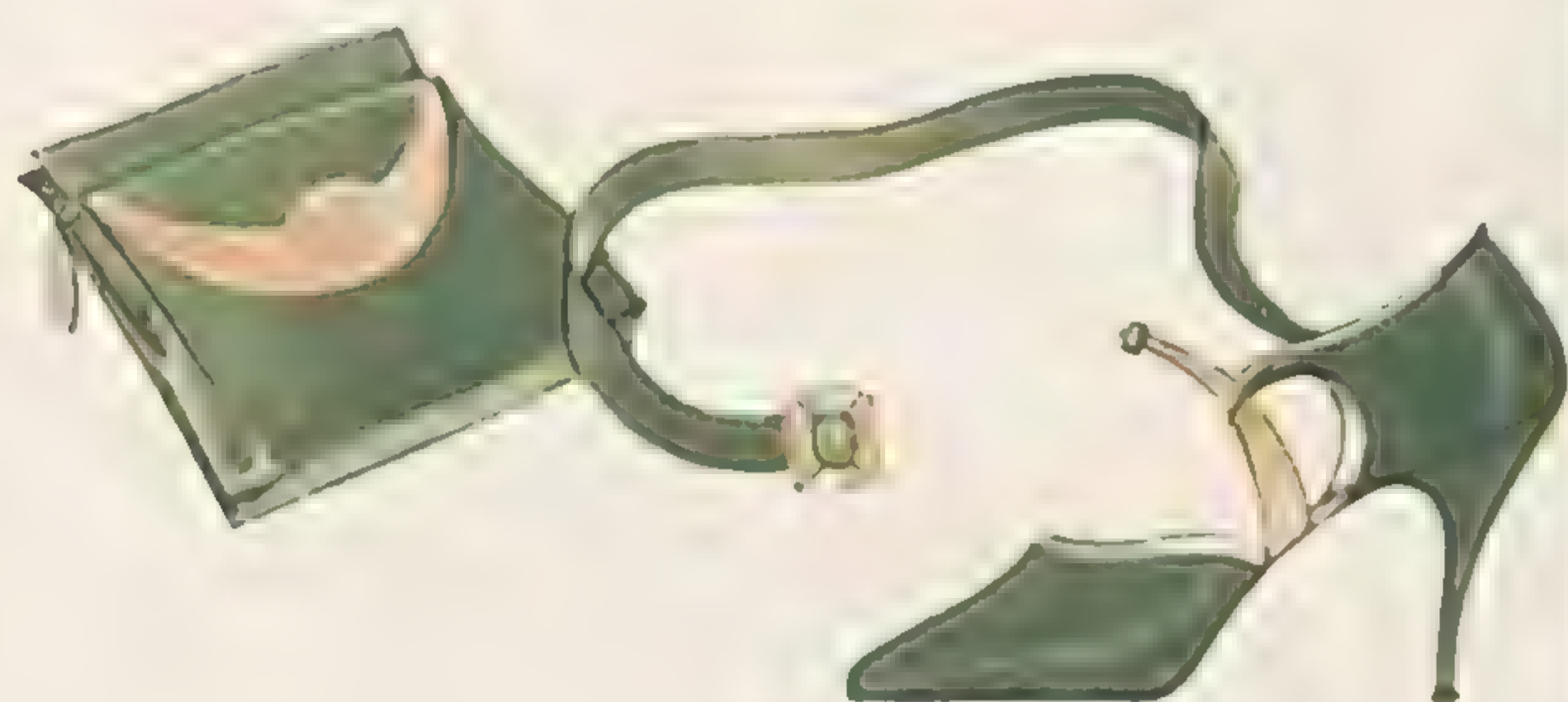
Those who want still further points of French cooking can find them in Marcellys's book, "French Cooking for Everywoman" (Scribner's). The groundwork of this book seems to be rich, yet humble dishes, and I think it is a little flattering to "everywoman" to believe that she could tackle many of these recipes single-handed, since their directions are not of the simplest. However, they are suggestions worth exploring.

BERTINA FOLTZ

NOBLESSE OBLIGE

During the week of Memorial Day, the annual sale of Buddy Poppies will be held to raise much-needed funds for relief-work among disabled and needy ex-service men. To thousands of War veterans, invalided in Government hospitals, poppy-making is the sole occupation throughout the year. The proceeds of the sale are used entirely for relief activities, prominent among which is the maintenance of the National Home for Widows and Orphans of Ex-Service Men. So do wear a Buddy Poppy on Memorial Day

For SENSITIVE LEATHERS this new BEAUTY TREATMENT



Kydet' offers a new beauty treatment for sensitive leathers. As gentle as cleansing creme, it removes soil. A rainbow of tints and deep colors permits matching every shade of shoe and leather accessory*. Massaging with Kydet' preserves the color and refinishes the surface. Scuffs and abrasions are skillfully concealed. Mildly lubricant, it keeps the leather soft and supple. A gentle rubbing with a soft cloth leaves nothing to smudge or come off. Just a pleasing fragrance remains. Sold wherever you buy fine footwear.

50 cents. *Kydet' will tint white silk or satin shoes and preserves the color of tinted fabric footwear.

WHAT COLOR SHOULD I USE ON MY SHOES? KYDET' COLOR ENSEMBLE CHART—SPRING 1931

KIND OF LEATHER	FOR DARK SHADES	FOR MEDIUM SHADES	FOR LIGHT SHADES	FOR EXTREMELY LIGHT SHADES
BLACK	KYDET' BLACK (for bright finished leather or patent leather) DULL BLACK (for dull finished leather)			
BROWN (or Tan)	PRADO BROWN KYDET' BROWN	SUNBURNED TAN CHAMPAGNE KYDET' TAN	KYDET' TAN KYDET' BLOND	EGGSHELL KYDET' BLOND
WHITE	(for glossy finished leather) (for dull finished leather, Kid, Buck or NuBuck)			WHITE GLAZE WHITE KID CLEANER
RED	KYDET' RED	KYDET' RED	KYDET' PINK	KYDET' PINK
GREEN	DARK GREEN EMERALD GREEN	KYDET' GREEN	KYDET' GREEN NILE GREEN	NILE GREEN
BLUE	DARK BLUE	LIGHT BLUE	LIGHT BLUE BABY BLUE	BABY BLUE
PURPLE	VENETIAN PURPLE	KYDET' LAVENDER	KYDET' LAVENDER KYDET' ORCHID	KYDET' ORCHID
GRAY	FRENCH GRAY	FRENCH GRAY	FRENCH GRAY	FRENCH GRAY
YELLOW	KYDET' BLOND	KYDET' BLOND	EGGSHELL	EGGSHELL SMOKED ELK
METALLIC	Use Kydet' Bronze, Gold or Silver for Bronze, Gold or Silver Leather or Fabric.			
FABRIC FOOTWEAR Silk & Satin Linen & Canvas	Use Kydet' Satin Cleaner for all colors and shades Use Kydet' Linen and Canvas Cleaner for all colors.			



Kydet'
SHOE CREME
A BARTON PRODUCT

For a small Box, free, in any color
on the Ensemble Chart, address the
Barton Manufacturing Co., 4157
N. Kingshighway, St. Louis, Mo.



HARLEQUIN—Gay and new, answering the need for a design refreshingly modern, but not in the least bizarre.



DAFFODIL—Another new addition to the Martex family which is especially lovely in Martex pastel yellow.



FLEET—The club anchorage evenning serves as the motif for this interesting new pattern.



LOTUS—The sacred flower of ancient Egypt, conventionalized in a design that is distinctly new.

Who says brides



Monogramming courtesy of Moose, Inc., New York

The smartest bathrooms now go in for different tones of harmonizing color! Towels and tile need no longer match. But they must harmonize to be correct. One of the loveliest of the new bathrooms, illustrated above, has its towels in Martex green while tiles and fixtures are in orchid and terra cotta.

Martex towel colors — coral, green, orchid, yellow, blue and peach — were selected by a leading interior decorator to blend with the deeper shades of tiles and fixtures. You are thus assured of perfect color harmony in your bathroom scheme when you take the small precaution of seeing that your bath towels, bath mats and wash cloths bear the Martex label.

★ M A R T E X ★

BATH TOWELS • BATH MATS • WASH CLOTHS • SHOWER CURTAINS

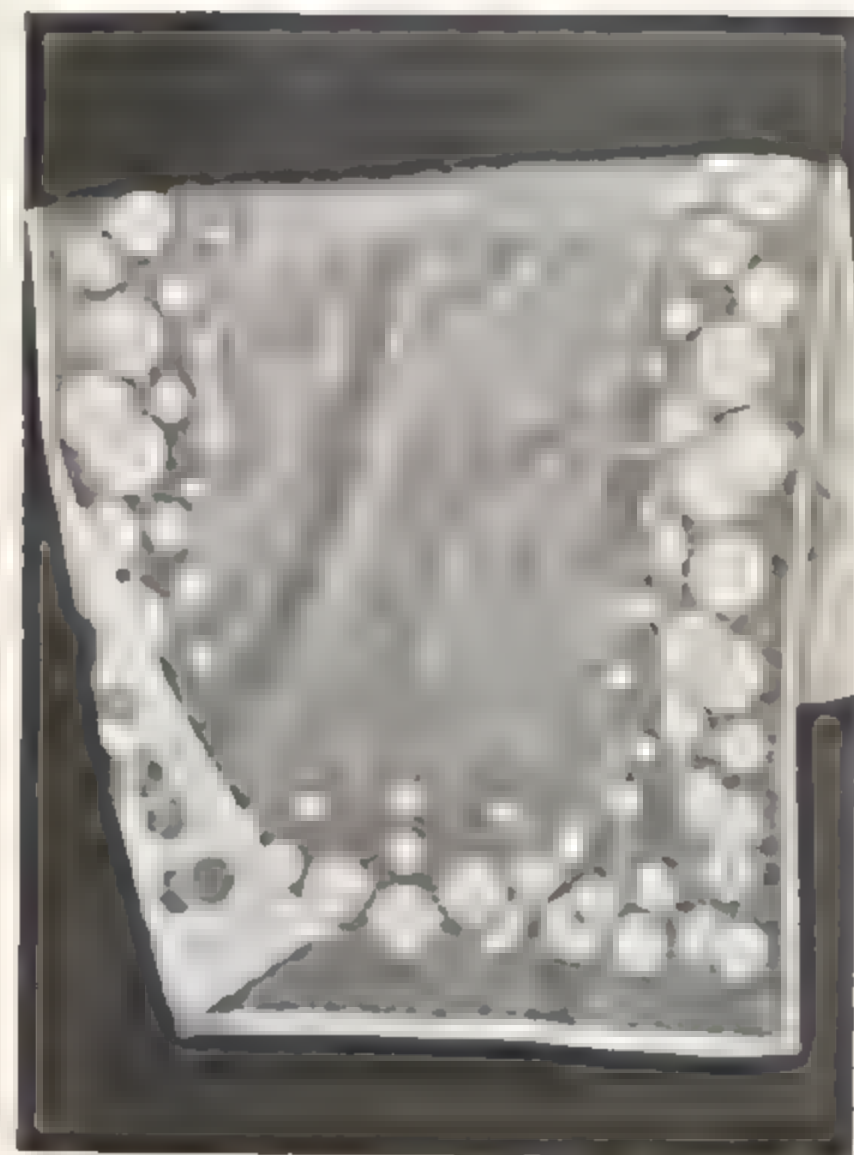
are hard to give to?



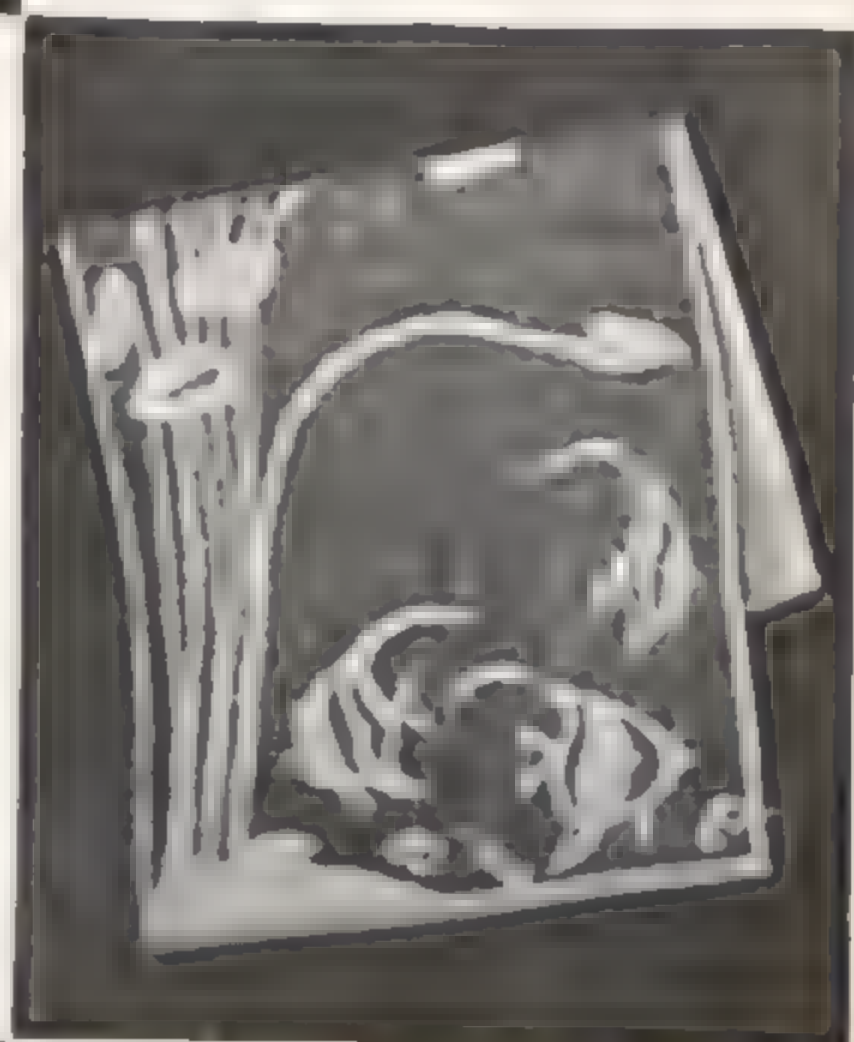
WHAT could be smarter—or more acceptable than a gift of exquisite Martex Bath Ensembles—towels, bath mats, wash cloths, even shower curtains, in matching colors and designs. Martex, of course, for only under this name will you find the quality in towels which is comparable to sterling in silverware. You may choose from the widest variety of patterns, from the newest reversible designs to the deliciously deep texture solid color towels (shown opposite) so perfect for monogramming. Your Martex ensemble may be as modest or as elaborate as you wish; but whichever it is, you may be sure it has that happy combination of smartness and usefulness so desirable in a bridal gift. See the newest Martex designs and colors at the leading department stores and linen shops. Wellington Sears Co., 65 Worth St., N. Y.



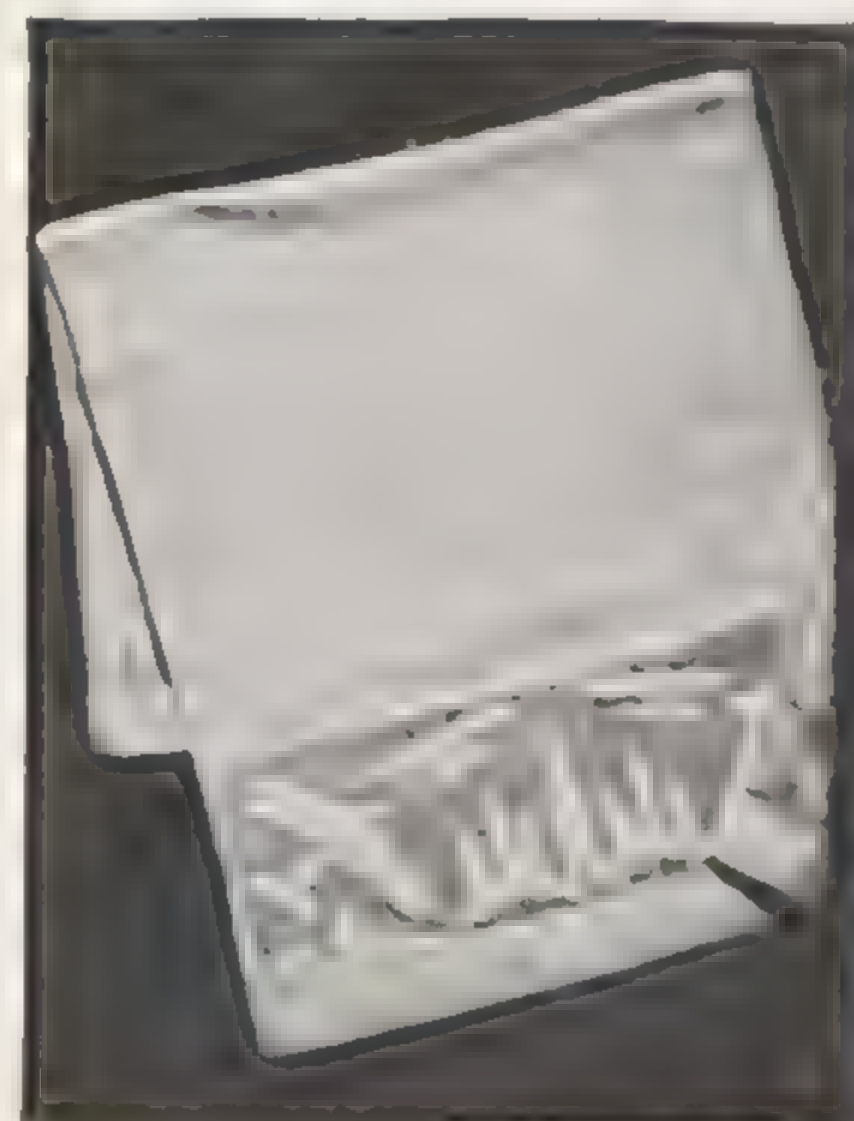
APRIL—Amusing spring flowers against a harmonious background—especially good for brightening a dark bathroom.



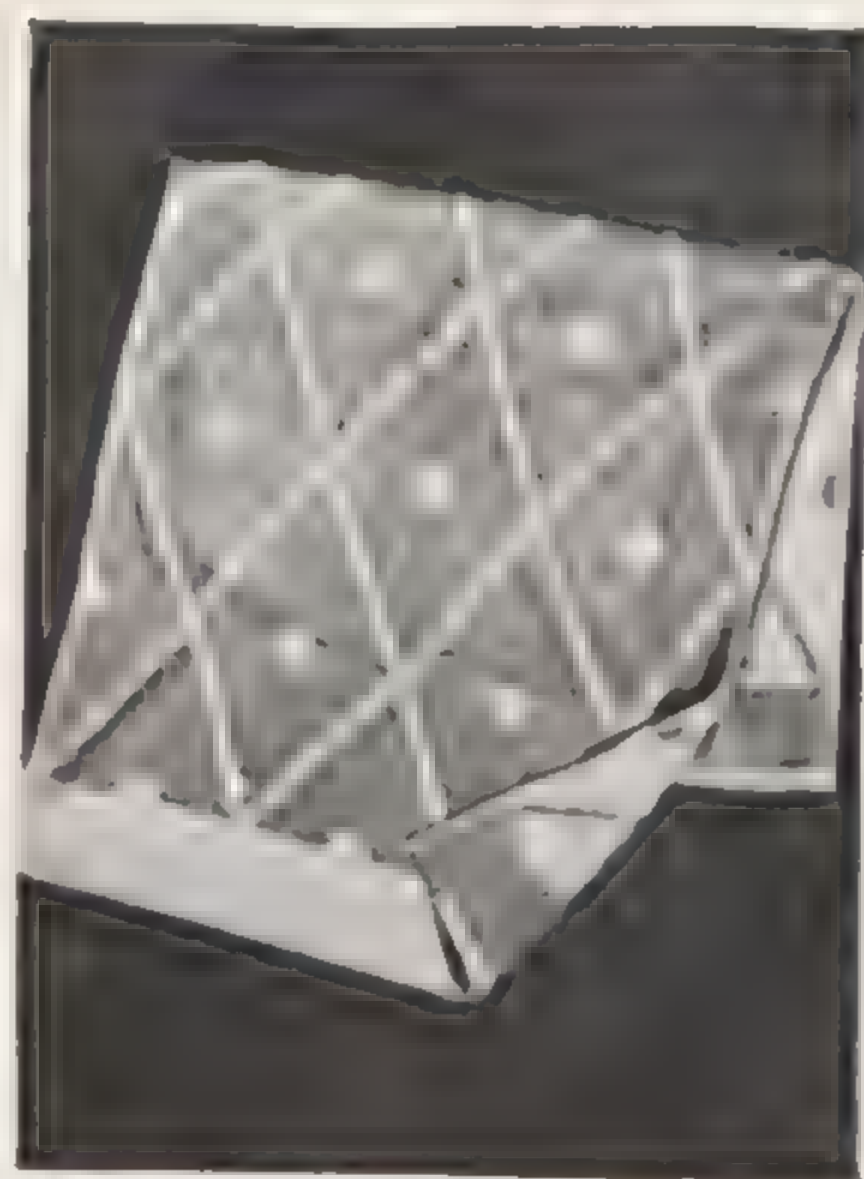
BUBBLES—As its name indicates—a pattern of airy charm and unusually graceful simplicity.



CATALINA—An undersea design of tropical flora and fauna as delightful as it is appropriate.



MANHATTAN—In which tall buildings and aircraft merge in a smart new design for the modern bathroom.



DRUMS—Colonial in its conception—this design is one of the most popular ever created by Martex.

★ TOWELS ★

BATH TOWELS • BATH MATS • WASH CLOTHS • SHOWER CURTAINS

Pinehurst hats



BY STUDYING PARIS . . . by studying the personality of the Smart American Woman . . . Pinehurst craftsmen create their models with unerring taste. Witness "YVONNE" for instance—a tiny, sleek fitting crown . . . a simple angel-skin-ribbon trim . . . a softly drooping brim with that unexpected upward roll.

Simplicity? Yes, but such exquisite simplicity.

. . . and, of course, you know it's no trouble at all to get a Pinehurst Hat to fit you "like a glove"—since every model, and even the lining, is made in 13 graduated headsizes, $6\frac{1}{2}$ to 8, ($20\frac{1}{8}$ " to $24\frac{5}{8}$ ").

Seven-fifty to Ten Dollars

Pinehurst Hats are featured by leading stores in most principal cities.

J. BLOOMFIELD CO., INC., NEW YORK
101 West 37th St.

thirteen headsizes



EVENING CHIC ON THE INCOME LIMITED

(Continued from page 82)

snugly buttoned and scarfed; No. 12 of soft red velvet, with interesting sleeves; No. 13 of light green satin. If you want still greater variety, choose a three-quarters coat, to save your frock from grimy taxis. With a short coat and a white dress, there is nothing to do but carry a big chiffon handkerchief and spread it on the seat. Or you might have a smart wrap-around cape made at home, merely by attaching two large squares of satin together.

THE LITTLE THINGS THAT COUNT

If you are in an extravagant mood, get a pair of white satin slippers, even if they do last just one gala night. They can be dyed any colour, and end up black—and black is very chic with a white satin dress, just now.

Short gloves for evening are less expensive than long ones, and no less smart. And black gloves with the aforementioned black slippers and a white dress hold the eye and reduce the cleaner's bill.

It's the little things that count—in chic and also in expense. Junk jewellery is good these days. To many thrifty minds, having good jewels reset is the best economy of all. If Auntie Mabel has left some dear, quaint old pieces that are unwearable "as is," turn them in. A slight operation will cause a good clip, and a very

few stones will pay for the job. You might try your luck with a very reliable New York jeweller, Victor L'Hôte, on Madison Avenue.

Are you tyrannized by Alex or José, or whoever it is who manages your hair, and do you spend hours on end with your head attached to a wind machine? Do you contribute a certain amount of your clothes allowance to the altar of permanents and scissors? Well, you can temporarily solve some of this problem, at least, if you will roll up the ends of your hair, fasten them with hairpins or curling-pins, and tie a towel around your head before entering a steaming bath. When you come out, there will be curls, not stringy strands.

A FEW AXIOMS

And finally, here are a few hot tips on cold facts.

Originality in clothes (if carried beyond a certain point) is an abomination and frightens men.

A neat head bespeaks a neat mind.

Don't put on too much jewellery at once. You will look like a Christmas-tree, and you won't look smart.

Men hate wrinkled or badly fitted stockings.

Always look spotless and wear your clothes with an air. If you have style, your oldest dress will cease to look démodé.

TIPS ON THE SHOP MARKET

(Continued from page 87)

country-sweater suggestion for the fortnight. It's a good one.

• At the bottom on page 87, to the left, are a couple of golf shoes that are all that which, in the course of the history of golfing, the soul of woman has come to desire—they are comfortable, practical, and smart, by goodness. The upper one is called the "Tyless" and is a black-and-white shoe with a Talon slide fastener instead of lacing. It looks very nifty. It is from Franklin Simon. The other shoe is a brown calf golf shoe of the moccasin type from Walk-Over Fifth Avenue. New and excellent.

• Next we come to the little group of hats that I am sure you have been eyeing, trembling with excitement until I could get around to talking about them. And how right you were. For these are really terribly smart hats within the reach of the limited, not to say cramped, income. First is an all-white jersey turban that you wrap on your very own head with your very own hands, with great and easy effect. It costs under \$7 at Macy's. Next is that hot little idea that you may have heard rumours about—the two-beret trick. A tiny white crocheted cap is put on first, very much to one side, and then a navy-blue one, added equally rakishly, but to the other side. The effect is of a two-colour hat, and then, of course, there is the great economy of being able to wear them separately when you feel like it. The price is about \$4 each at Best. At the lower left in the group is one of these

sailor hats that are becoming as thick as the sailors themselves are on Riverside Drive when the fleet is in. It is of rough dark blue straw with a band of navy-blue patent leather, and it costs less than \$17 at Saks-Fifth Avenue. Neck and neck with the sailor in popularity is the hat of Agnès derivation with a straw brim and crocheted crown—incidentally, one of the best ideas that ever came to a hat designer, because the soft crown makes the hat intensely adaptable and becoming. The one illustrated has a crown crocheted of pliable straw, and the stiff little brim is hiked up over one eye with a tied bow of the stiff straw. It is from Macy's and costs less than \$14. O let the bells ring forth.

• At the lower right on page 87 is a shoe from Walk-Over Fifth Avenue of light tan trimmed in dark brown, which is very smart and well-adapted to suits. The leather is what we used to call ooze leather when I was a child. The belt below is made of gold metal in heavy links and is the sort of belt Chanel is showing with all her tweed dresses for spring. You can get it from O. Beck, on Madison Avenue.

• Just as a last-minute what-to-do-you-call-it, I would like to direct your attention to some watch or bracelet charms that Abercrombie and Fitch has on hand. They are little round gold things, enamelled, and have the signs of the zodiac on them. You buy the one that has the proper sign for your birth. Just Abercrombie's contribution to all the excitement about horoscopes.

★

★

SYMPHONIE *brings you a beauty* *your mirror has never seen*

SYMPHONIE was created to do for you what no other face powder has ever done. Not to add to, not to cover the natural loveliness of your face. But to *reveal* the beauty of your own individual flesh-tones. Gone is the hazard of matching complexion tints . . . for Symphonie is keyed to your natural skin-tone shade. It blends with your skin and becomes a part of it. Symphonie is a sensation everywhere, for there has never been anything like it. Go to any good cosmetic counter. Make a test application, without charge or obligation. Don't postpone the revelation that

this new powder will bring. Discover your own new beauty today!

Gold-Bond Guarantee: You can go to your dealer, buy a box of Symphonie, use it for a week, enjoy its perfume and marvel at how it blends with your skin. At the end of the week—if you think you can ever again use any of the old-fashioned face powders—your dealer will promptly buy the box back. We explicitly

Carl Nux

Creator of Symphonie and Armand



SYMPHONIE POWDER
The natural skin-tone
shade. Only \$1 the box.



SYMPHONIE HAS MADE ALL OTHER FACE POWDERS OLD

FASHIONED

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BEAUTY

has its own Aristocracy



IT may be at the quiet, restful Salon in the Place de la Madeleine, in Paris—where Mme. Scandia Jourde greets her distinguished clientele, the aristocracy of Europe . . .

It may be in her intimate New York Salon, where skilled hands, trained by the famous Scandia Jourde herself, erase lines of fatigue, relax tense nerves, bring up flagging color . . .

It may be on your own dressing table, where the small group of Scandia Jourde necessities stand guard against the drying, ageing effect of air-borne dust, sun and wind . . .

Wherever you take a Scandia Jourde treatment or use a Scandia Jourde preparation, you know that you benefit by skill and knowledge out of the ordinary. Alone in the field of scientific research and medical experience—in knowledge of the skin and muscles and tissues—stands Mme. Scandia Jourde, for thirty years an expert in the care of aristocratic beauty.

Her thirty years of experience are compacted into your thirty minutes a day—the home beauty care which keeps facial muscles firm, skin clear and young. And that you may best profit from these essentially simple and basic preparations, Madame herself has prepared a booklet which explains their correct use. Address Dept. B-3 for your copy.

CRÈME ROSE The basic Scandia Jourde treatment. One cream—two results. It cleanses, then nourishes. \$3

EAU MAUVE A gentle astringent for facial bathing. \$2.50

CHAMPAGNE SCANDIA A perfect "pick-me-up" for tired skins! \$2.50

OVALINE Helps erase blemishes, tones the skin. \$2.50

CRÈME DE BEAUTÉ Absolutely prevents shiny nose. \$3

BAUME SUEDOIS A foundation cream to keep the skin velvety. \$3.50

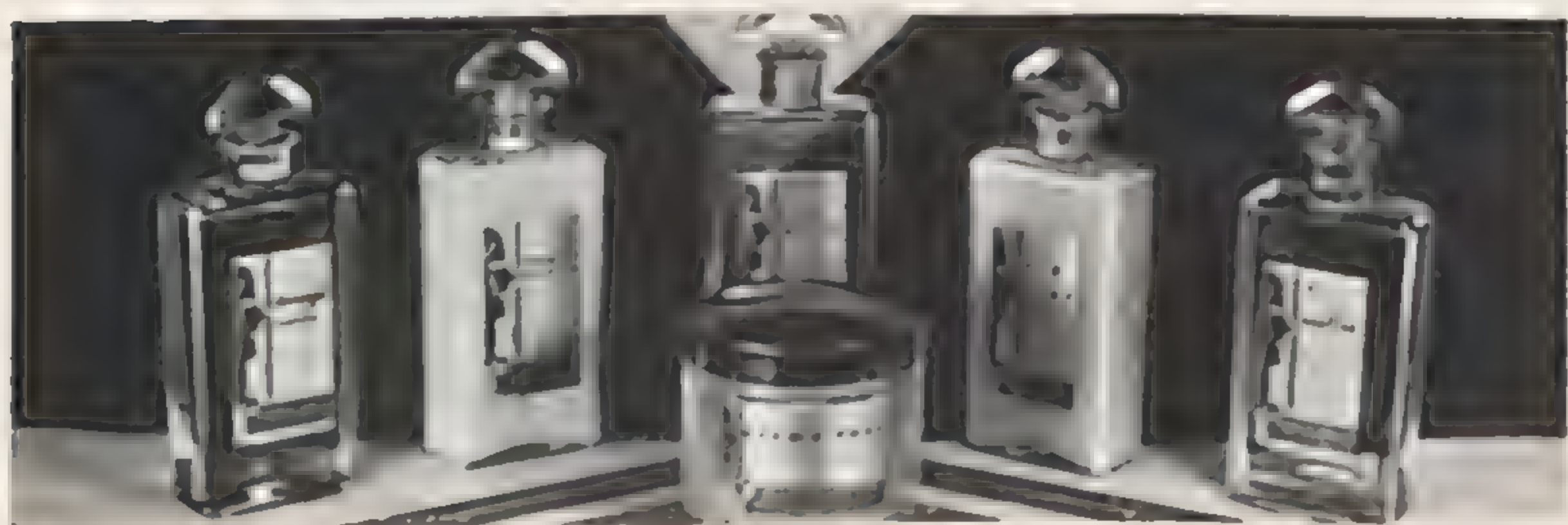
The Scandia Jourde Preparations may be had at the following shops: NEW YORK, Saks-5th Avenue, Lord & Taylor, Stern Brothers • CHICAGO, Charles A. Steven & Bros. • MINNEAPOLIS, MINN., Young-Quinlan Co. • SEATTLE, WASH., I. Magnin • TULSA, OKLA., Miss Jackson's Shop • PHILADELPHIA, John Wanamaker.

For Salon appointment, telephone Wickersham-2-3755

Scandia Jourde

601 MADISON AVENUE • NEW YORK

PARIS • BUENOS AIRES



NEW DETAILS ON NEW FRENCH MODELS



1. Diagonal incrustations give Medith's "1," of green-and-white tweed, a military look; white piqué collar

2. Marguerite Ranna's "Nata," of light blue crêpe marocain, knots its scarf casually on one shoulder

3. Thomas's "323"—a coral-red wool jacket, beige wool skirt, and striped jersey blouse and scarf to match

4. The utmost in elegance—Tollmann's "Mon Copain," of black crêpe marocain, with a white scarf

5. Pin tucks and a peplum-flounce are features of Gorin's "Pour Toutes," of black and blue crêpe

6. Asymmetry is the theme of Marguerite Ranna's "Rita," of navy-blue wool crêpe, with a peplum

7. New neck-lines are flat—as proved by Madeleine de Rauch's "Balto," a dress of bright blue knitted wool



THERE IS A NEW STYLE IN GLASSES

You'll like your
looks better in
the new Ful-vue



**The high temples of FUL-VUE reveal
your eyes..they are much more be-
coming than the old-style glasses**

EVERYONE will see the difference when you put on Ful-vue. This new, modern frame for your glasses makes a remarkable improvement in your appearance.

Why? Because in Ful-vue the temples flow in a straight streamline from the ears to the top of the lenses. The temples are high so that your eyes are fully revealed from the sides. This new modern frame, Ful-vue, will never "disguise" you.

Then, too, the shape of the lenses in Ful-vue frames follows the natural facial contours. The flattened ovals are more becoming than old-fashioned lens shapes. Ful-vue is made in a new precious metal, pink gold, which blends with the complexion.



Ask the man who fits your glasses to show you the new, patented FUL-VUE frame.

The details of Ful-vue models for men are new and smart, but distinctively masculine. Other models are more delicate in treatment. All are distinctly modern. Look for the name FUL-VUE under the bridge.

The whole story of Ful-vue is told in a free booklet we shall be glad to send you. The booklet shows you how Ful-vue frames improve your appearance. It also contains important facts about lenses. Send us your name and address and the name of the man who fits your glasses. Address Dept. V1, American Optical Co., Southbridge, Mass.



FUL-VUE
Frames for Your Glasses

A M E R I C A N O P T I C A L C O M P A N Y

© 1931. A. O. CO.

HAVE YOUR EYES EXAMINED EVERY YEAR

S E E N O N T H E S T A G E

(Continued from page 104b)

auditorium. Jolson acting as host greets them and many members of the audience in the aisles. The embarrassment of modest citizens when they find themselves in a spot-light welcomed by the famous singer of mammy songs, the observed of all observers, is very amusing for a short time. But only for a short time. Jolson keeps it up through most of the evening.

"The Wonder Bar," whatever it may have been in the original German, is now a "one-man show." Several fine performers, such as Patsy Kelly, Inez and Ramon, and Trini are brought on the stage, but they are allowed little play—the show is practically all Jolson. And he is neither big enough nor mad enough for such an Herculean task. Moreover, he appears in white face, and a large part of his stage personality and appeal vanishes with the

burnt cork. He is, however, genial, eager, clever, he sings no mammy songs, and he works hard.

Late in the second half, Carol Chilton and Maceo Thomas appear, and the audience comes to life. Delicate, graceful, unforced, expert, resourceful—no less a word than marvellous can describe their tap dancing. Thomas, in particular—he approaches perfection. In the argot of Broadway, Chilton and Thomas stop the show—and do more than anything else to make it.

The score of "The Wonder Bar" is commonplace, the lines and the lyrics far from scintillant, not much ingenuity has gone into either the design or execution. It is billed as "A Continental Novelty of European Night-Life"; if it were not for Chilton and Thomas, a complete description would be "Al Jolson in a Night-Club."

LESS GREEN GROW THE GARDENERS

(Continued from page 52)

hybridizers—the newest iris, the latest roses, the more recent day-lilies, not to mention those vast and well-nigh uncharted seas of alpine and desert plants, and the flowers that will thrive only on a lakeside or by a rushing brook.

However, it must not be understood that men are absent from the garden. Indeed one of the most interesting phenomena that can be witnessed today is the increase of men in gardening. More and more men each year are laying aside the niblick and taking up the hoe. There are several well-organized and enthusiastic garden clubs for men only. Scattered around the country are scores of men to whom the garden owes many of its richest treasures. The rose hybridizers are mostly men, so are those who create new kinds of peonies, dahlias, gladioli, and iris, lilacs, and a dozen other shrubs, perennials and bulbs. Some of them make it their business, but a large number follow it as an avocation. Again, many of them start gardening as an avocation, become so absorbed in it that they relinquish their commercial business and devote all their time to creating new kinds of flowers and distributing them.

To men, gardening is an ancient heritage. To women, despite their primitive contribution to gardening and their touches with it through the past, it is a hobby that is being ridden in grim earnest. Let us hope that the interest will not abate, and that, perchance, more of a sense of humour will develop among women gardeners.

Women are apt to make too much fuss about the ills and bugs that attack plants: their maternal instinct makes them err on the pathological side. They are apt, too—the beginners especially—to think that gardening has something to do with costumes. One really never becomes a thorough-going horticulturist until, from the rear elevation, you can not possibly

tell her apart from her gardener.

Nor will gardening captivate this country as it has captivated England until both men and women realize that gardening is not a hobby for old age alone. The shadow of the gardening grandmother hovers over us like a Nemesis. We are too apt to look on gardening as merely a diversion for those years when the tempo of life has slowed down. Gardening is a lusty sport. We need more of youth in it—and we need more men.

It is not entirely beyond the realm of reasonable expectation that, under the influence of their wives, many husbands will take up gardening. For the sake of marital peace, it might be well first to relegate the vegetables to the male of the species or keep him interested in just one or two easily-grown flowers—dahlias and gladioli—and, if he proves proficient in these, give him something more difficult, such as mossy saxifrages and Chinese primroses, two plant families intricate enough to keep any man out of trouble.

It is also my dream that this widespread interest in gardening will help stabilize the American home. The rate of divorce among gardeners is surprisingly low, for gardening is the diversion of people who would rather be in their homes than anywhere else. People who find pleasure in innocent amusements, who are constantly curious about that vast world of trees and shrubs and flowers, who stand in awe of the mystery of the seed and whose greatest joy is found in bringing that seed to fruition. There is a streak of the mystic in all gardeners. They are always playing their little parts in the working of titanic forces. To them, wind and rain and frost and warm sunlight mean a very great deal. Their ardour for this other-worldliness is reflected in the measure of their contentment, and their contentment brings peace to their homes.



Sally Milgrim displays

ORIGINALITY in SUMMER FROCKS

Original New Summer Collections by Sally Milgrim introduce pleasant surprises in fabric, line, detail—attesting the resourcefulness of a Fashion Creator! Illustrated, a striking frock of Leaf Print in bold design, with three-quarter sleeve, brief shoulder bertha, high draped belt. Other creations are plain-toned, with and without accent. All are moderately priced, considering their exclusive origin.

+ + +

MILGRIM

6 WEST 57TH STREET, NEW YORK
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WRIGLEY'S

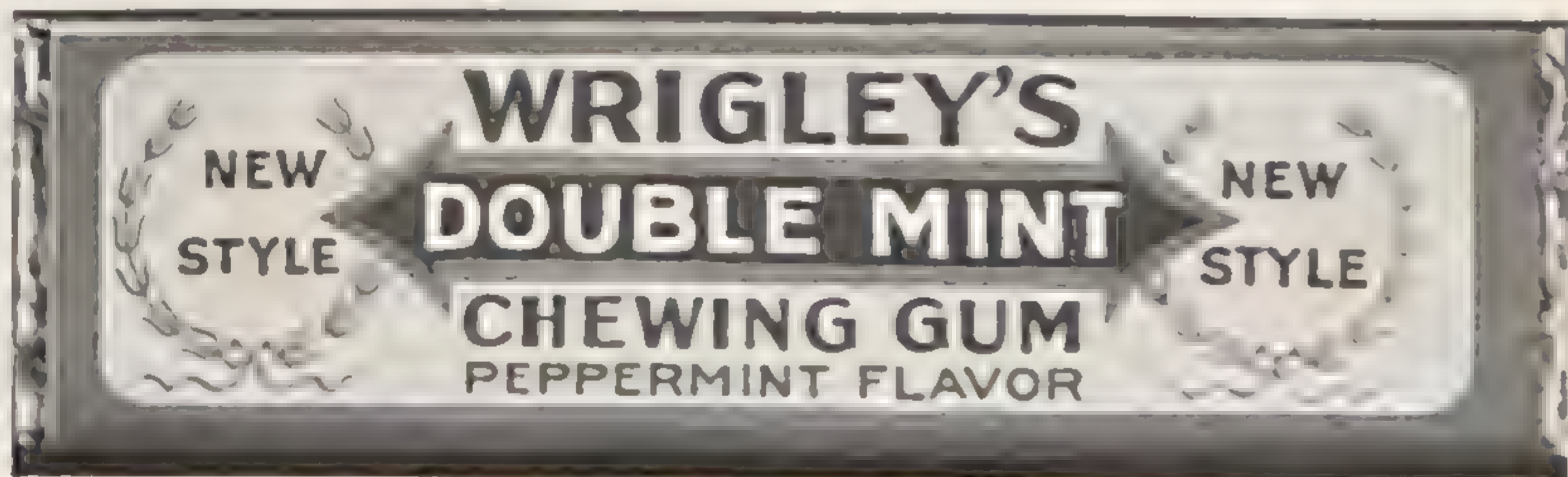


DOUBLE
MINT
PEPPERMINT
FLAVOR

ALL THE BRIGHT YOUNG THINGS

know Spring isn't the only time to be young and charming. That's why there's an increased number of young fashionables who chew **DOUBLE MINT**. It keeps the contours of the face young and chases away wrinkles. A certain amount of exercise is as important to the face as to the body. Chewing is the **natural** facial exercise and supposedly duly provided for by the business of chewing food, but civilized food is too soft, so substitute this namby-pamby rich and expensive diet with **DOUBLE MINT**. Chew it ten minutes twice every day.

INEXPENSIVE
SATISFYING



L-145



WRIGLEY'S

ECRÉ KID

The high style note in smartest shoes

SO vividly in step with the mode . . . so refreshingly new and different . . . so exclusively restricted to the quality groups of manufacturers and stores . . . Ecré kid has, within the past fortnight, captivated the most charmingly appareled of women from New York City's Park and Fifth Avenues to the fashion parades of Los Angeles and Hollywood.

The NEW YORKER magazine of March 21st and April 4th, 1931, carried the first store announcements of shoes made of Ecré kid. The FASHION MERCHANDISING BUREAU mailed a bulletin, April 3rd, to nine hundred and twenty-five of America's style leader stores, unreservedly recommending the fashion certainty of Ecré. It's that new! It has met with

enthusiastic reception by those manufacturers, those stores and shops, those style authorities and those discriminating wearers depended upon to set the nation's shoe fashions.

In keeping with first prophecies

We find shoes of Ecré kid featured in New York City by Bonwit Teller, Saks-Fifth Avenue and Bergdorf Goodman; in Philadelphia by John Wanamaker; in Chicago by Wollock & Bauer; in Pittsburgh by C. A. Verner; in Los Angeles by Wolfelt-White; in Seattle by Turrell's; in Denver by Daniells & Fisher; in Syracuse by O'Malley's. In this general acceptance alone is proof of the accuracy of our first estimate of Ecré style worth.

In our April 3rd bulletin we said, "It is significant that Ecré kid appears in a season when monotone fabrics call for contrast in shoes; when two-color themes, introduced by accessories, are important; when fabric contrast, so smart in costumes, is deftly interpreted by combinations of Ecré and other fine leathers.

"Leading manufacturers of the quality group have selected Ecré because of its fashion rightness with its inherent quality and adaptability to the designing of fine shoes that appeal to wearers who demand distinctive yet subtly restrained effects."

Just a few of the distinguished styles in Ecré kid are illustrated here. You will find them displayed in fashion foremost departments.

FASHION MERCHANDISING BUREAU

40 Worth St., N. Y. City

REG. U.S. PAT. OFF.

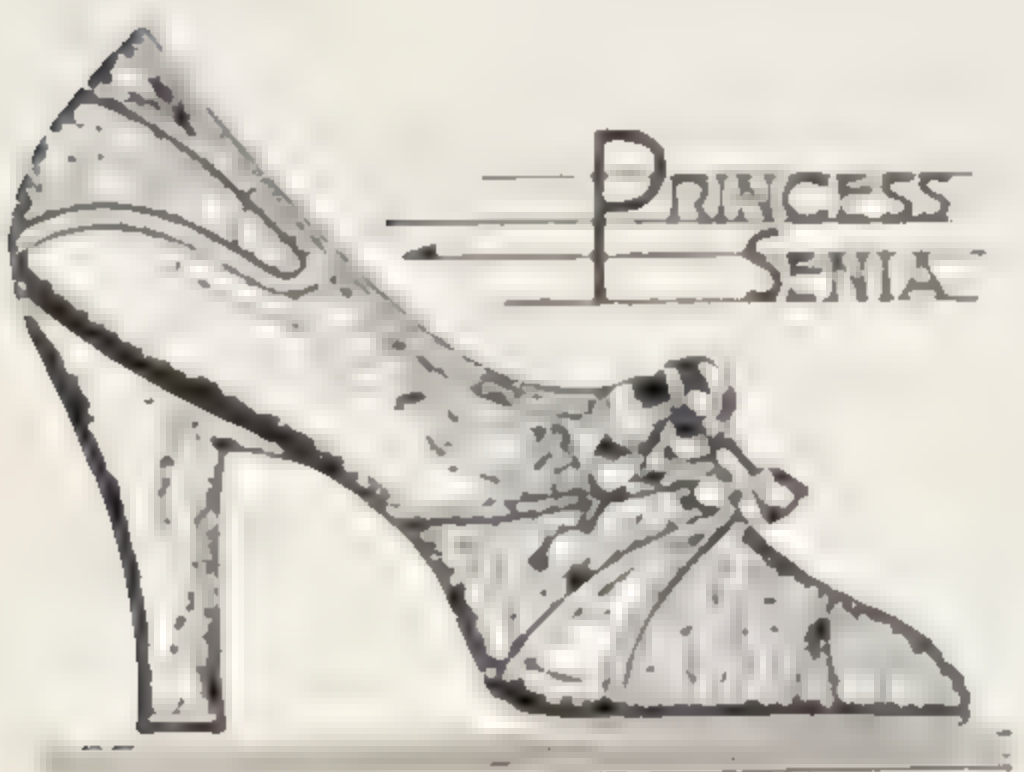
PRINCESS SEGU, a distinguished opera pump, combining Russia calf with inlays of Ecré kid, confidently steps out to tea, most charmingly.



DE BENNY, an aristocratic strap model, accentuates its graceful arch with Ecré. De Benny is chic with semi-formal costumes.



PRINCESS SENIA subscribes to fashion's two-tone theme in a slender oxford of Russia calf with trim of Ecré. It is splendid for wear with jacket frocks.



FOUR STARS IN WALTZ TIME

(Continued from page 79)

part and parcel of this period. Rita Martin and her sister, Lallie Charles, the rival photographer, posed their sitters in a soft conservatory-looking light, becomingly shadowless, making all hair deliriously blond. It was fashionable to be photographed with eyelids lowered—in just the same way as Lady Curzon, Lady Drogheda, Princess Daisy of Pless, Mrs. Dubosc Taylor, who died suddenly of an attack of influenza at the zenith of her beauty, the red-haired, squirrel-eyed, swollen-smiling Miss Julia James, piquant Miss Gertie Millar, waxy Miss Sari Petrass, and all the other ladies of the day.

The revolving stands were always stacked with glossy picture postcards of Miss Lily Elsie, her hair parted in the centre, or on the right side, or on the left, or wearing Russian head-dresses and leafy wreaths. And then, oh heavens!—Miss Lily Elsie married Mr. Ian Bullough, and one feared that, perhaps, in her wedding-dress, she would appear on the stands for the last time. With what relief did one welcome the next crop of Rita Martins! Mrs. Ian Bullough was photographed in a simple white silk shirt with her terrier. Soon, indeed, the cinema stars usurped the places of the musical-comedy actresses, but Mrs. Bullough could still be seen from time to time in the pages of *The Tatler*, in a bowler hat, jumping a fence on her favourite hunter, or salmon fishing in Scotland.

Now, however—and let us thank heaven—Miss Lily Elsie has returned to the stage, and, to-day, she is more exaggeratedly lovely than ever. Her beauty is mummified, her eyes now almost submerge her face, her lips are fuller and redder than ever, her hair is still the colour of ripe corn, her chin is firm, her smile as sad and meaningless and "actressy" as ever. Whenever I see a musical-comedy stage set with all the linen roses with their heads pointed to the footlights and the wistaria nailed to the hollow porch, I am haunted by the memory of Miss Lily Elsie, the goddess of musical-comedy loveliness, posing in the lime-light with her head slightly tilted, her arms lifted, and one foot uselessly dangling with toe pointed to one side.

GABY DESLYS

Oh! The memory of her flaxen locks, baby's complexion, cherry lips, and ravishing plumpness! She was a marvellous creature, of brilliantine and brilliance and Christmas-tree tinsel—madly artificial and gaily irresponsible, the epitome of self-consciousness and, at the same time, utterly childish—a little ragamuffin playing on the sands with pearls, but she knew the value of the pearls! She had the incessant vitality of an overexcited child, and oh! what sex appeal, oh! what glamour! It was impossible to look at any one else while she was on the stage: not one of the glorious chorus behind her would be noticed, for Gaby riveted all attention with her fantastic affectations.

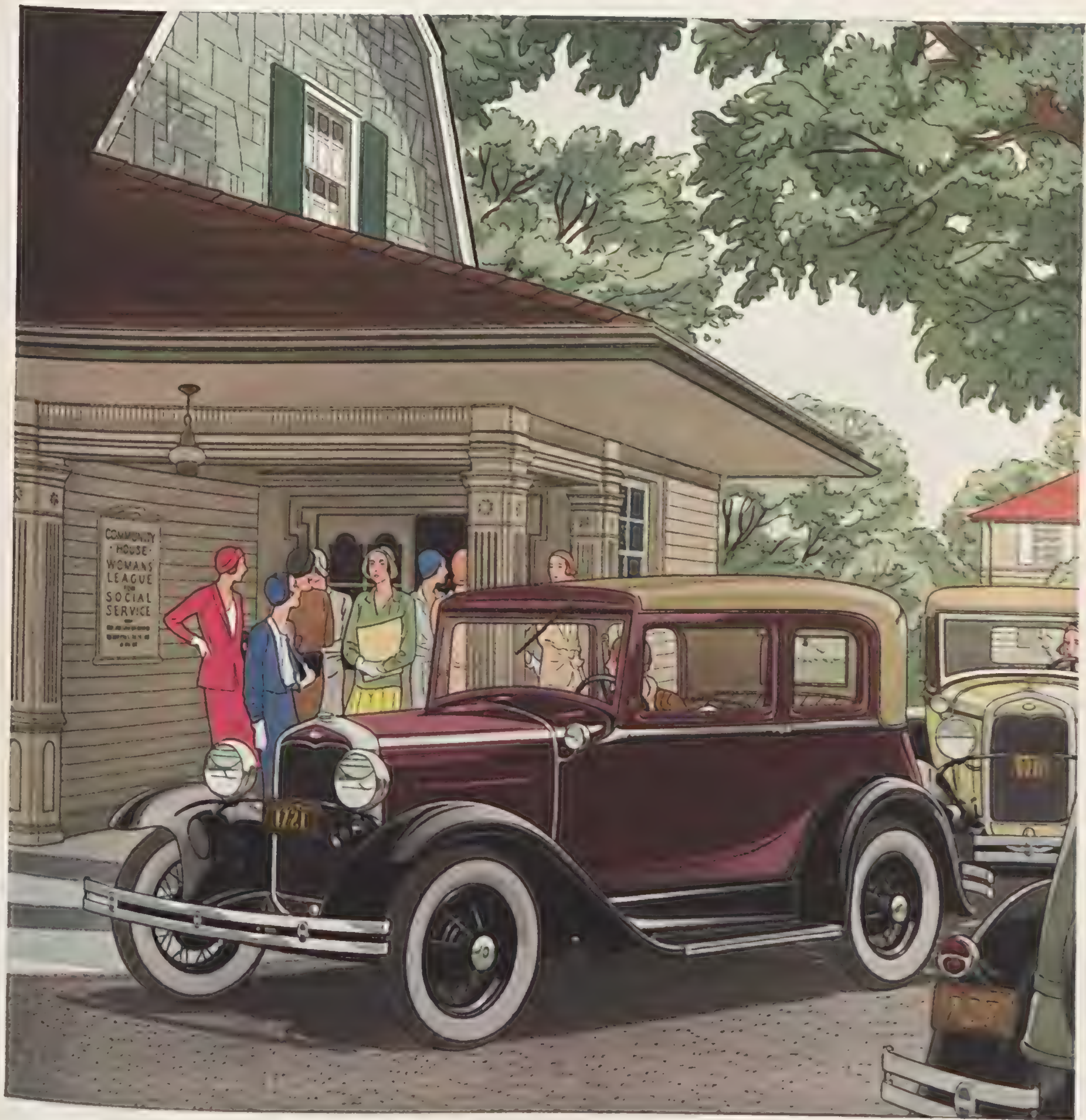
After every performance, the entrance to the stage door of the theatre at which she happened to be playing was surging with a crowd of feverishly

excited hoboes, Guardsmen, aesthetes and filberts, who cheered while Gaby made her way to her huge black-and-white motor-car that had many more than the usual number of large windows and her initials blazing on its doors. She is responsible for so many of the prevalent theatrical conventions; she was the first to introduce the actress's now well-known laugh, the poignant, stagy laugh, with mouth wide open and eyes sad with unnecessarily pained eyebrows. Drian, the artist, was inspired to pile mountains of feathers on her irresponsible head, and she understood the fun and carried out his idea with marvellous effects—sheaves of paradise were piled to look like fountains on a beret, ostrich feathers shot from a Juliet cap. How well she realized the value of overdoing everything: the feathers soared to any ceiling! She is entirely responsible for Mistinguett's head-dresses, for the glut of spangles at the Casino de Paris, and for the window-displays at Selfridge's Store.

SHE GROWS MORE LOVELY

And what a good job she made of herself! When she appeared as the Charm of Paris in "The Little Cherub," in which she showed "How the fair Parisienne walks, sings, and dances," her beauty was not developed, she had not learned how to pile on the paint and the feathers, nor how to intensify her charms. But, later, when she appeared at the Palace Theatre in bedroom sketches and revues, she became more and more lovely, more and more luxurious and fabulous, like a piece of ripe, rare fruit. She made herself utterly beautiful. Her huge, warm, tragic eyes, like hare's eyes, were thickly mascaraed, the heavy eyelids were dusted with turquoise-blue powder, her chubby little rabbit nose was white as snow, her dumpling chin a maiden's-blush rose, her complexion was like a baby's, like a puff of marsh-mallow—what a complexion to take the make-up! In those days, Gaby's cheeks were painted the colour of a pink carnation, her lips, carmined, were like wet cherries, her hair became more and more flaxen, so that, in the unearthly light of the limes, it came to look almost green.

She made herself sing, she taught herself to be an excellent dancer, she liked orchids and pearls and diamonds and emeralds and chinchilla furs, too many pearls, too many diamonds and emeralds, too much osprey, too many paradise plumes. Her existence was a series of violent affectations, her house in Kensington Gore was an amazing document, built to resemble a church, cluttered with crucifixes, pillars, and heavy brocades; in her bedroom, there were marble steps up to the bed as there are steps up to the altar; she was very religious. She was surrounded by strange little pets—marmosets or those spidery, quivering, little Mexican gazelles (Chihuahuas), and her publicity was more grotesque than any other actress's had ever been. She was photographed, always smiling bravely in her bath, or killing bees with wooden scissors designed for the purpose, or having lunch with her sister in an (Continued on page 130)



BEAUTY THAT APPEALS TO WOMEN'S EYES

MEN speak knowingly of ball and roller bearings, of valves and pistons, of the many points of mechanical excellence that make the Ford such a good car to own and drive.

But to a woman's appraising eye, trained to line and color, there are no features of greater importance than its distinctive beauty of appearance and the richness of its appointments.



The Ford Victoria, illustrated above, is a striking example of this high quality. The comfortable, roomy seats are deeply cushioned and upholstered in luxurious mohair or fashionable Bedford cord, according to your preference. Hardware reflects the quiet good taste and character that you

expect in a Ford car. In addition to full rich maroon, you may choose from a changing variety of body colors.

Most exposed bright metal parts are made of Rustless Steel that will maintain its gleaming luster throughout the life of the car.

Every detail of the Ford reflects care and craftsmanship in manufacture. The ensemble is in keeping with the latest mode.

smartest on the sands.. swiftest in the sea

THE NEW SURF SUITS WITH EVENING GOWN BACKS



Copyright 1931, The B.V.D. Company, Inc.



We rather *thought* the new "Surf Suits" would create a sensation. And they have! At Miami ... at Palm Beach ... along all Southern waters ... their evening gown backs, their high waistlines, their gay and charming colors, have made them the most talked of among all the new bathing suits.

Small wonder that women who go from North to South and back again, with the seasons, should approve their smartness. Small wonder, too, that women to whom the daily swim is a rite should applaud the way their fit lends swiftness to the stroke! For months before the new "Surf Suits" were announced, we

consulted with stylists and artists. It was one of the most brilliant of them all who suggested the "backs and the high waistline of the very loveliest of the new evening gowns!" And New York artists chose the final colors to be used.

But these new "Surf Suits" must not only be smart—they must fit so perfectly that not a

single swimming muscle would be cramped in action.

So swimming experts—including that champion of champions, "Johnny" Weissmuller—gave us points. And every one of them is incorporated in the new "Surf Suits."

At last, after months of designing and re-designing and designing again—the new "Surf Suits" were ready.

Have you seen them—the new "Surf Suits" with the evening-gown backs and the high waistline? *Ask* to see them—before you choose a new bathing suit for a new season! The B.V.D. Company, Inc., New York City.

B.V.D

REG. U. S. PAT. OFF.



Scallops on collar and cuffs make this shantung blouse exquisite; the silky roughness of texture is smart and will stay smart with Lux . . .

Lanvin's striped navy sweater introduces the collarless square neckline which is youthful and very new . . .

Embroidered batiste is an especially crisp and cool summer fabric—notice the little bows on blouse and sleeves . . .

Roman stripes are good, too, and this smart jacket of knitted wool has the new brief sleeves . .

Jersey is one of the smartest of sports fabrics. This cream-colored jersey blouse has brilliant green buttons . . .

• *And all smart for a whole summer's wear if washed always in LUX*

MIDSUMMER SMARTNESS

by Saks-Fifth Avenue

It depends so largely on Lux—the fresh, chic effect of summer blouses and sweaters and frocks, they tell you at Saks-Fifth Avenue.

"It's the color and texture that make this summer's blouses look new and important," this smart store says. "The sheer woolens and jerseys must retain their 'live' softness, never shrink or grow board-like. Bouclé must keep its silky tone. Stripes and colors shouldn't fade even the veriest trifle—and embroidered

batistes or organdies mustn't ever go limp.

"We advise only one method of washing—with Lux—for our experience shows that Lux has an almost magical way of preserving colors and textures."

Next time you wash a blouse or frock or sheer stockings, remember this fact: the smartest stores in New York advise Lux! You, too, can rely on the wonderful promise—if it's safe in clear water alone it's just as safe in Lux!





On this matter

SOCIAL ARBITERS AGREE

MISS Marie Coudert Brenning, President of the Wedding Embassy, Inc., and assistant to society's most exclusive weddings, chooses these papers as correct for her smart clientele.

Emily Post, famous author of books on etiquette, endorses Linweave Wedding Papers.

We need scarcely go further, but you may. Ask to be shown Linweave Wedding Papers at your stationer's or engraver's, and judge for yourself how lovely they are. If he does not happen to have them in stock, write us and we will tell you where you may be served.

The interesting new Linweave Brochure on the "Etiquette of Wedding Invitations and Announcements,"* endorsed by the Wedding Embassy, Inc., will be mailed to you if you will address Linweave, 270 Broadway, New York City.

*Please enclose 10 cents to cover postage

Linweave
WEDDING PAPERS AND SOCIAL STATIONERY

FOUR STARS IN WALTZ TIME

(Continued from page 128)

incredibly ornate room. The centrepiece on her dining-room table was a mountain of orchids; around the Jacobean walls, there were huge gilded baskets filled with hydrangeas or spotted lilies tied with ribbon bows. In a black velvet and chinchilla ensemble, she was photographed riding a donkey on the sands, surrounded by disabled soldiers.

The following is from the *Star*, August, 1915: "And, oh, she is so tiny—such a little sing! I offered £20 for her, not for the value, but because I loaf her so, yes! Bébé is one of those so little dogs, like a skinned dog, like a big r-r-rat! One of the tiny dogs that always look so cold and shiver and tremble, so! Nobody would want to keep her for herself—they would sooner have the £20, for she is so what you call ugly and shivery. *Ma pauvre!* But that is why I loaf her, for you know when people have very ugly children they loaf them all the more—so it is with Bébé. When I buy her first, people say: 'Uh, take it away, it is a dirty, nasty little dog, like a r-r-rat!' But she was a brave little dog and would fight other dogs—enormous dogs—*ma petite!* You know they eat those little shivery dogs in China! Oh la la la!"

She became more and more extravagant, her creations became wilder and more fantastic, she would run half-naked onto the stage and throw off with a carefree laugh her towering head-dress of cross ospreys, and the ladies in the dress circle would gasp with horror and delight. Jean Cocteau describes an American dance that he saw her perform with her partner at the Casino de Paris during the War.

MONSIEUR COCTEAU SEES GABY DESLYS

"The American band accompanied it on banjos and thick nickel tubes. On the right of the little black-coated group, there was a barman of noises under a gilt pergola loaded with bells, triangles, boards, and motor-cycle horns. With these, he fabricated cocktails, adding from time to time a dash of cymbals, all the while rising from his seat, posturing and smiling vacuously.

"Mr. Pilcer, in evening dress, thin and rouged, and Mademoiselle Gaby Deslys, like a big ventriloquist's doll, with a china complexion, flaxen hair, and a gown of ostrich feathers, danced to this hurricane of rhythm and beating of drums a sort of tame catastrophe which left them quite intoxicated and blinded under the glare of six anti-aircraft search-lights. The house was on its feet to applaud, roused from its inertia by this extraordinary turn, which, compared to the madness of Offenbach, is what a tank would be beside an 1870 state carriage."

As "Mademoiselle Chic," she appeared in a ballet skirt trimmed with cherries; she was a pink flamingo in ruched pink tulle and tails of dyed paradise; she was a canary in a huge cage about to be destroyed by an acrobat cat; she would be very patriotic, dressed in satin Union Jacks, with towering head-dresses of red, white, and blue feathers, her shoes were laced with ribbons to the knee and were ornamented with colossal diamond buckles. She was a most dressy little

person, for, with her creamy plumpness, chubby arms, fat round breasts, she looked clothed when naked. She always wore the famous pearls like eggs round her neck, even in the bath.

How I did adore her, banging a big drum at the Theatrical Garden Party, surrounded by awed crowds from the suburbs, who were speechless with amazement at her in her all-magenta outfit, a hat like an airplane upon her head, Gainsborough curls, lace stockings, and magenta orchids at her waist. She was the most wildly successful, wildly gay, wildly tragic little marmoset. She died of a long and agonizing disease, which she knew would kill her, but she went on acting until the end, and, only a few days before her death, she completed the final death-bed scene of a film she was making in Paris. All Paris turned out for her funeral, the flowers sent stretched for miles; her money and jewellery were left to the poor of Marseilles, her birthplace. She is already an historic character; no one within recent years has soared within miles of her fabulousness, and one can not imagine that another will ever do so. She was so absolutely right and unique in her period, a magnolia trimmed with spangles and ospreys.

GINA PALERME

Gina Palerme, in many ways, is akin to Gaby Deslys—she has the same fluffy, flaxen hair, the same fringe and Gainsborough curls, the same Turkish-delight complexion, the same mad love for a surfeit of ospreys and pearls and fabulousness and ridiculous pets, but Gina Palerme possesses a restraint and an elegance that did not belong to the plump gaiety of that little flibbertigibbet, Gaby. Gina Palerme is lankily graceful, slightly schoolboyish in a large-limbed way, though first and foremost femininely Parisian, with her precious lips, pretty pointed nose, sniffed-in nostrils, exquisite hands and wrists and *mouches*. In many ways, her publicity photographs are like Gaby's: she, too, was photographed tragically leaning for the sponge in her bath or waving a French flag. She is always divinely unsuitably dressed, and her at-home photographs reveal ornate Empire furniture, *boule* cabinets, wrought gilt, and the most expensive florist flowers. Her beauty was a sensation when she appeared in "Bric à Brac" and other revues at the Palace during the War; her eyes were of hitherto unimagined size and warmth and lusciousness, and the feathery lashes, impossibly long and curling, looked like monkey fur trimming on ice-cream. She was one of the first actresses to wear sailor's clothes, and, when I saw her, with her blond hair against the black velvet beret, my very young heart missed a beat.

MISS GLADYS COOPER

A very beautiful young woman with magnificently chiselled nostrils and blond hair parted in the centre was known by the photographs in every paper and on the hoardings as the "Erasmic Girl," the girl who advertised "a dainty soap for dainty folk." This same (Continued on page 132)



Where have all the old maids gone?



SHE was a familiar figure of the Nineties. And a little pathetic. By her twenty-fifth birthday, neighbors spoke of her as being "on the shelf."

How different today! Life has just begun for the modern girl of twenty-five. She is an important personage in both the business and the social worlds. She battles her ancient enemy, Old Father Time, with subtle new weapons.

Health brings clear eyes, a lovely skin, a radiant personality. The modern girl has learned that one of the first rules of health is regular elimination of body-wastes. Otherwise, constipation soon develops. Poisons spread through the system. Skins turn sallow. Wrinkles and pimples appear. Beauty quickly fades.

Yet, today, constipation can be overcome so easily, so pleasantly. By eating a delicious ready-to-eat cereal: Kellogg's ALL-BRAN. Two tablespoonfuls daily are guaranteed to prevent and relieve both temporary and

recurring constipation. In severe cases, use with each meal.

Kellogg's ALL-BRAN provides the roughage that is needed to sweep the system clean of all clogging body-wastes. How much wiser it is to protect youth this natural way than to take dangerous pills and drugs which may cause harmful habits!

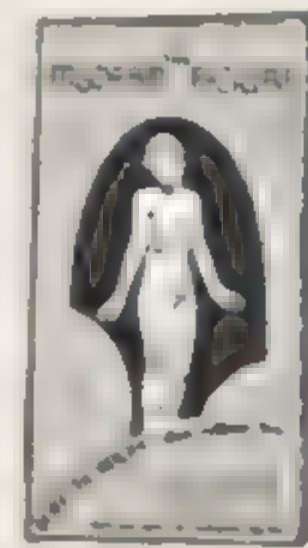
Try ALL-BRAN with milk or cream, fruits or honey added. Use it in cooking too. It is *not fattening*. Kellogg's ALL-BRAN also brings

iron to build up the blood, and put color in cheeks and lips.

Ask for the original ALL-BRAN—in the red-and-green package at your grocer's. Made by Kellogg in Battle Creek.

WRITE FOR FREE BOOKLET

"THE MODERN FIGURE"



Leading motion-picture actresses are shown to you in "fashion close-ups," wearing the costumes that millions of critical eyes will see on the screen. Everything from sports-togs to evening gowns. In addition, the booklet is full of valuable information on how to reduce wisely. Free upon request.

KELLOGG COMPANY
Dept. C-5, Battle Creek, Michigan

Please send me a free copy of your booklet, "The Modern Figure."

Name _____

Address _____



KICK A STAR



in this new backstrap

IT WON'T SLIP OFF



IT DOESN'T SLIP. It won't let your heel clump when you've tightened it properly. And it simply can't stretch, because there's no elastic in this new kind of backstrap.

We made it. We stayed up nights getting it to fit like an opera pump and still hold lightly to the mood of your gayest lounging pajamas.

Once the slide buckle is fitted to

your heel, you can forget it until you buy a new pair.

Daniel Green makes leisure slippers (many of them Paris designs) for everything . . . calico kitchenette to lamé dance pajamas. Ask for them and insist on getting them for yourself, for your husband and children. Prices, \$2.50 to \$6 up.



THE DANIEL GREEN COMPANY, DOLGEVILLE, NEW YORK

DANIEL GREEN

LEISURE  FOOTWEAR

If you don't see the Daniel Green name on the sole, it's not a Daniel Green slipper.

PORTRAIT OF A LADY ON PARK AVENUE

(Continued from page 75)

"Drusair, you were unfaithful to me."

"After such provocation, my darling, as no woman ever had before."

"The trouble was, Drusair, you were rich and I was poor."

"You are spending a lot of money on this call, Napier."

"To say good-bye, Drusair. To say I love you and to say good-bye."

"Good-bye? Where are you going?"

"Listen, Drusair. With you in New York, it is eight in the evening. Here in London, it is one in the morning. This afternoon I had an accident racing at Brooklands."

"Napier! Are you hurt?"

"There's no pain now, Drusair, and I'm quite conscious. They are letting

me say good-bye. I wanted to say good-bye, Drusair."

"Napier, Napier! Do you mean—?"

"Maybe I'll last another hour, Drusair, but not more. Good-bye, my darling. Drusair's Folly will take the echo of her voice with him."

"Napier—listen, Napier!"

There was no answer from the telephone. Drusair gave a sob.

"I've never loved any man but you, Napier."

Jenkins came in. Drusair turned away and lit a cigarette, and instantly her mouth was full of ashes.

"It's time you dressed, madam."

"I've changed my mind about that white dress, Jenkins. Give me the black Vionnet."

FOUR STARS IN WALTZ TIME

(Continued from page 130)

young woman also posed for Huntley and Palmer's breakfast biscuits in a dressing-gown; she was photographed on a Beeston Humber bicycle and in a kilt and tam-o'-shanter. In the *Sketch Supplement* when Marcus Stone paintings were imitated by photography, she appeared many times in the "Art" section, posing perhaps as April, May, or June in "The sweet months of the year series"; as one of the flowers in the very faked "Beauty's Bouquet"; and as a butterfly sitting on top of a misty world. She was photographed holding irises and broken pitchers and other properties belonging to the photographer's studio, and as a sleep-walker, "Sleep, sweet sleep," she was seen with outstretched arms, shut eyes, and a mob-cap in a moonlit lane.

This young lady's face became extremely well known, and soon, under the photographs, the name was credited—"Posed by Miss Gladys Cooper." After a time, every photograph frame in every silversmith's window was filled with her delicately plump features. Even to-day, in London, if you want to purchase a silver frame, you will see this rather disconsolate blonde with the sullen mouth, almond nostrils, wide-eyed at the prospect of the future.

Gladys Cooper was a romantic-looking flapper; little untidy wisps of flaxen hair curled at the nape of her neck, even though her hair was already "up." She was evidently rather bored by the process of being photographed, or else she was incompetent to look "pleasant" with great conviction. The results were refreshingly unusual, tender, and youthful; she was every lovely country girl in the cottage garden early in the morning when the dew is still upon the tea-roses and the cabbage leaves.

Gladys Cooper's pictorial career has been one long triumph. In the paradisaical settings of "The Dollar Princess," she sat on a table, looking radiant, and swung her legs, as Sadie Von Tromp. Later, in a small, but effective part in "Milestones," she was touchingly gentle, and all the picture postcard stands were full of her beauty as she appeared in a "Curtain-raiser" that took place in a realistically leafy wood. In "My Lady's Dress," her loveliness was wounding, and it was then

for the first time that she showed she could also be sophisticatedly beautiful; never was any one more ravishingly mondaine than she as a mannequin with her hair elaborately dressed, with fat spit-curls at the ears and wearing the magnificent dress which created so much trouble; the dress of gold tissues and lace and artificial flowers and sables. The most poignant moment in Maeterlinck's "The Betrothal" was when this unknown stranger unveiled her miraculous face; the vision of her, pale and dark-eyed with hair torn back from features cut out of marble, as "The Second Mrs. Tanqueray," will ever be with those who saw her.

To-day, Miss Cooper looks almost as young as ever, her hair is like a child's in a perambulator, short and untidy, deep gold interrupted with pale gold strands looking bleached by the sun. But, nevertheless, her looks have altered very considerably since the ingenuous days of the silver frames, for she is now exotically domesticated, sophisticatedly wifely, stagy, yet conventional, artificially tomboyish—in every way, a subtle paradox, a sensation in a minor key. Her nose has become more sensitive; her nostrils, still gloriously carved, are uneven, blunt one side, flamboyantly horse-like the other. Her complexion is as fresh as a rosy russet apple; the setting of her eyes is cavernous perfection, she has a fine brow and cheekbones, and the sinuous movements of her large-boned body are vigorous and essentially youthful. She is thinly muscular, and her legs move like compasses, her hands are enormous and white, her eyes meltingly periwinkle-blue. She is a radiant Amazon, slightly goatish, at the same time milky and lily-like; above all, she is so human that she is the most natural idea of a beautiful woman. She is the popular conception of an ideal wife.

Her beauty may not be the sort to inspire creative artists or to fire intellectual interest, but she is perfect of her sort, and even people who do not worship her rather defiant personality must admit that she is sculpturally flawless and one of the greatest and most deservedly popular classical beauties of her time.

The woman in Possession ISABEL JEANS

ISABEL JEANS... *Lovely English star ... is one of the countless European, Broadway and Hollywood stars who use* **LUX TOILET SOAP**

● Fortunate, indeed, is the woman in possession of youthfully lovely skin. No charm so instantly attracts, none so surely.

Fortunate, too, is the fact that here is a youthful charm that can be kept through the years. Fascinating actresses throughout the world are noteworthy for their skill in guarding complexion beauty regardless of birthdays.

Their method is one easy for any woman to follow. On Broadway, in Hollywood, in Europe, countless stars use Lux Toilet Soap regularly!

Isabel Jeans, one of England's most talented and most charming stars, is one of them. She says of this fragrant, very white soap: "Lux Toilet Soap is so kind to the skin. I always use it."

Because of the stars' preference for this bland, white soap it is found in theatre dressing rooms everywhere. In Hollywood, where 605 of the 613 important actresses use it, it is official in all film studios.

Are you using this soothing complexion care?



● ISABEL JEANS this season delighted American audiences in "The Man in Possession." In London she has played in "The Road to Rome," "The Garey Divorce Case," "Beauty," "The Country Wife," and "Mésalliance."

LUX Toilet Soap 10¢

Snuggleband Underthings

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The Perfect Foundation for the Silhouette

NO HOOKS!

NO EYES!

NO ELASTIC!

NO BONES!

*Irons out the flesh
Makes rolls disappear
Lets the body breathe
Takes years off the figure
and keeps them off
Launders
Garters button on*

WHY be uncomfortable when you can have both looks and comfort in SNUGGLEBAND Underthings? Try one on and slip



Model 158



Model 131

into your tightest frock. You will be amazed at results! Remember—a woman is as old as her figure.

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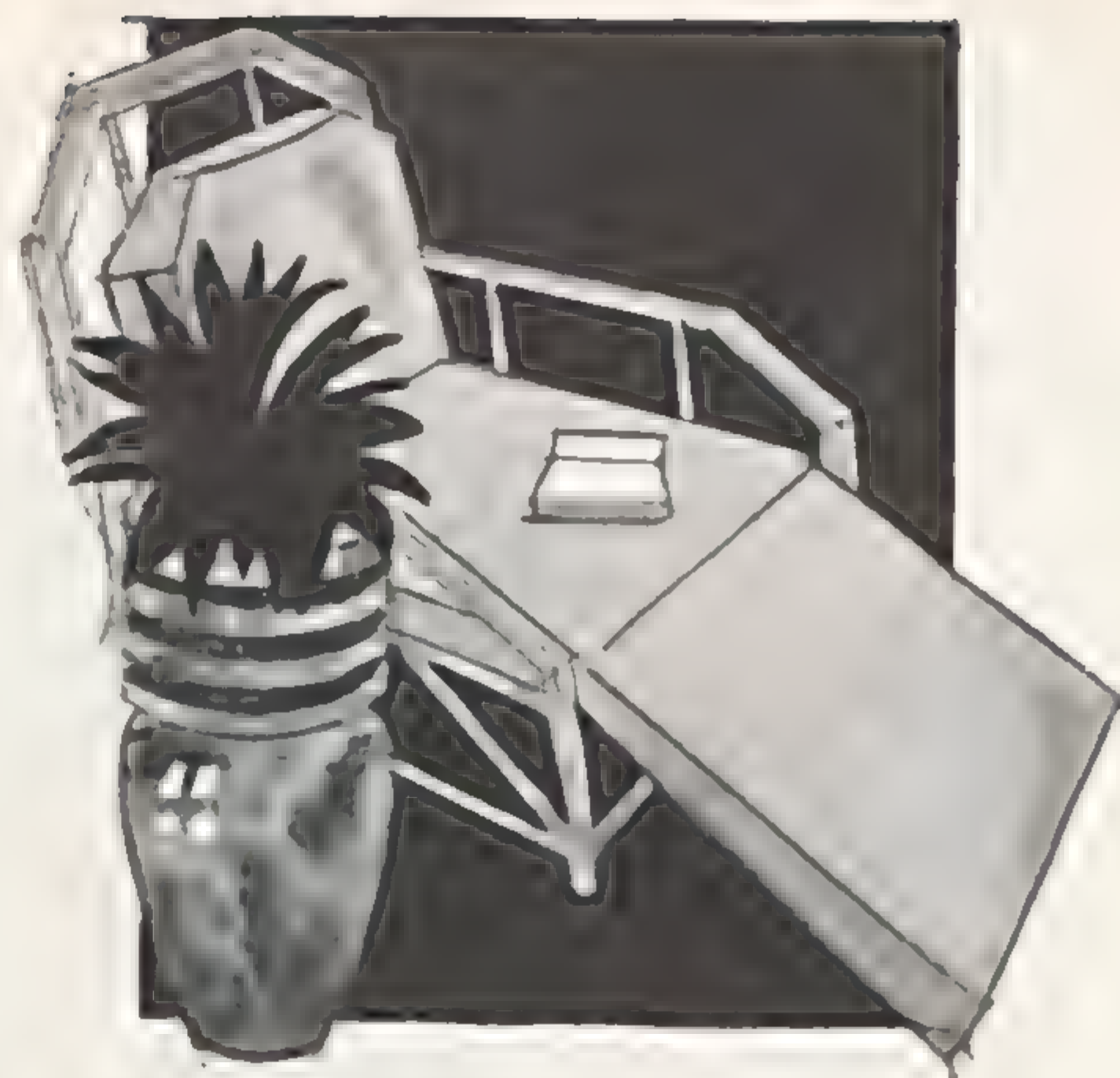
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BOSTON WORCESTER NEW YORK
CHICAGO SAN FRANCISCO



Chair and foot-rest of natural rattan; green fabrikoid cushions; Macy's. French jar for terrace, which has a brown glaze finish; from Arden Studios

EXTERIOR DECORATION

(Continued from page 64)

Taylor has modern tables for this purpose. Illustrated on page 64 is a smart dining-table. It has a folding top, accommodates six people when open, four when closed, and can be used for a bridge table. It is made of polished nickel. The top is of bakelite. A clever coffee-table of brush chromium and bakelite is reversible and turns into a small bench when needed. For a bachelor's penthouse, many modern pieces with a manly feeling are designed by Mr. Donald Deskey for the Arden Studios.

OF INDIAN DESIGN

The Arden Studios have a totally new departure in wooden garden furniture. The designs were taken from American Indian motifs and made in Santa Fé by Miss Eugenie Shonnard, a sculptor who studied in Paris with Bourdelle and Rodin. Some of this furniture is of grey pine, a pine that will turn a warm ash with age, and the colour relief decorations carved by Miss Shonnard are quite Indian in their use and tonality. This furniture is very gay, the colours are water-proof, and nothing could be more effective for Spanish patios, for cactus gardens, for the environs of houses that adopt the adobe type of architecture, or for an informal garden by the sea. Some garden pottery with designs adapted from Indian ceremonial pottery is also to be found at the Arden Studios, as well as modern French garden pottery—one of the large jars of which is illustrated on this page. One of the most amusing new features for a sun porch or terrace wall is an

espalier pottery tree, which you will see at the Arden Studios. The form of the tree is painted on the wall and all sorts of enchanting glazed pottery fruits and flowers and birds, imported from Germany, are cemented on the tree at appropriate places. There are also carved stone bird baths representing weird Mayan animals for your garden.

L. D. Ford has a charming tile-topped iron backgammon-table. It is weather-proof, and the backgammon design is carved out of black glass and painted red and white. The base is of hand-wrought iron in a modern Empire design.

At The Reed Shop, on Fifty-Seventh Street, there is a heavy rattan set upholstered in a new way. The seat cushion is covered with blue fabrikoid, welted in green, and the back cushion is in green welted in blue. Other colour combinations may be substituted, but the idea is original.

COMFORT OUT-OF-DOORS

Ruth Collins, the decorator on East Sixty-Fourth Street, specializes in sun porch and iron furniture which she designs herself. A dining set with a leaf motif on painted iron is very smart. Her new siesta chair is something you never want to get out of, it is so comfortable, and her famous Chippendale and thistle group (settee, armchairs, and tables to match) are about as nice as you can find. Glass-topped tables are newer than tiles, this season. If any one is on the search for unusual wall-brackets to hold pots of ivy, Potash Marl, (Continued on page 136)



An excellent cabaña accessory is this glider sofa in green, with cushions in Permatex to suit your colour scheme; from the Mayhew Shop

marvellous! new!! effective!!!

INSTANT ODO·RO·NO

*solves every problem
of perspiration control*

① INSTANT PROTECTION

This amazing new Instant Odorono may be applied to the underarms at *any time* of day or night. It stops perspiration *instantly!* Then your gowns are safe from perspiration damage. And no underarm odor—so repellent to others—can sully your charming freshness!

② APPLY IT WITH THE NEW INSTANT APPLICATOR

Attached to the cap of the new Instant Odorono bottle is a convenient sanitary sponge applicator. Just a few swift strokes suffice! No need to use cotton! Nothing messy or greasy. Nothing to leave a tell-tale odor of its own. A great advance in the technique of your toilette!

③ NEW QUICK-DRYING FORMULA

Because of its quick-drying formula Instant Odorono becomes one of your simplest dressing table rites. Put it on . . . and before you have paid your usual tribute to beauty with cream, powder and lipstick—it's dry! And you are ready for your frock.

④ ALL THE FAMOUS ODO·RO·NO DEPENDABILITY

Depend upon Instant Odorono for 1 to 3 days' complete protection. Do not confuse it with ineffective preparations . . . designed merely to offset odor. Instant Odorono, a liquid, is a deodorant and non-perspirant that keeps the underarm absolutely dry and odorless.



the editor of Vogue is on the air

Every Thursday morning at 11:30 Eastern Daylight Time, over WJZ and associated N. B. C. stations, Mrs. Edna Woolman Chase, the talented Editor-in-Chief of Vogue, will give her advice on what to wear and how to wear it.

Tune in on this Instant Odorono broadcast, and, as you think of your clothes, don't forget that Instant Odorono is the best means of protecting the finest dresses that you own. For where there is perspiration, beware of clothes damage.



FAMILIAR TRAGEDIES #1

THE GENEROUS HOST SPENT . . \$28

SHE RUINED HER GOWN . . . \$69

He took her to dinner and the theatre . . . she was flattered to death to go. She wore the best stitch she had . . . and looked lovely. But the theatre was stuffy, and she perspired under the arms. So her best gown was ruined . . . stained and faded by the acids of perspiration—to say nothing of the offense this perspiration odor gave to her escort. Oh well, and a-lack-a-day! There are plenty of good men in the world . . . but good dresses are notably hard to find. A really smart girl would have used Instant Odorono . . . and saved herself such troubles.

THE ODORONO COMPANY, INCORPORATED, NEW YORK, N. Y.

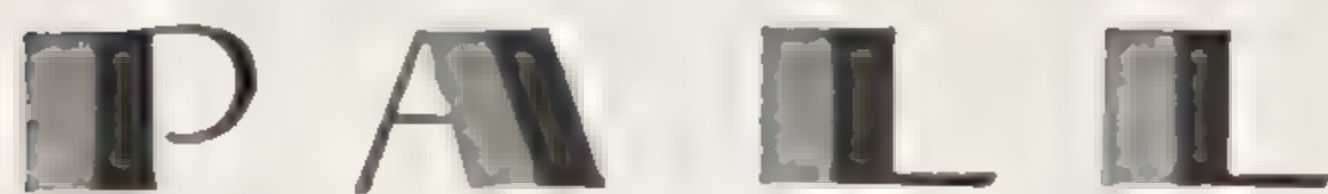


FASCINATING colors and delightful scents distinguish these sophisticated new soaps—Pall Mall, *Les Savons Exquis*. Made from the choicest materials, they produce an abundant lather, soothing to delicate skins. Bewitching pastel colors, to harmonize with bathrooms, boudoirs and travel cases, add delight to prosaic baths. Each color perfumed with a charming flower *odeur*. Five smart shapes for your choice. Available at exclusive shops.



At top, Pall Mall Savon Chic, in 4 tints and fragrances. Box of four, \$1.00. At right, Pall Mall Savon Cheri, bath size, in 3 tints and fragrances. Box of three \$1.00

PALL MALL
INTERNATIONALE
509 FIFTH AVENUE
NEW YORK



Les Savons Exquis

EXTERIOR DECORATION

(Continued from page 134)

on Madison Avenue, has lovely ones made with Spanish or Persian tiles that hold two ivies in each. The Chintz Shop also has interesting Victorian wire wall-brackets that are excellent containers for ivy and can be painted in any colour. At this shop, you will also find wire stands to hold flower-pots on the upper shelf and books and magazines below.

Brilliant umbrellas for your garden, with huge flower bouquets appliquéd on them, are to be seen at the Mayhew Shop. Eugene Lucchesi, on Lexington Avenue, has a charming garden pool with a frog for a fountain. Some of their iron garden furniture has colour-

ful old Spanish Talavera tiles set in the seats and on the table top. Bloomingdale has gay, square, tile-topped tables for less than \$1.75.

A three-tiered Victorian plant stand holding three large pots on each tier is something nice to stand on your sun porch window-sill. You will find it at Macy's, where there are also gay, square, tile-topped tables made to hold either four small pots or one large one. At Stern's, there are imported Böchman tiles in exclusive designs made into table tops. A divine one has gold-and-black figures on white tiles set into a metal table with a brass finish that is lovely.

COMFORT-BY-THE-SEA

(Continued from page 73)

comes apart in four pieces and fits into a small box. Both the table and the box are illustrated on page 73. It is available in green or red for less than \$9, and Alice Marks is the place to go for it.

UNDER THE SEASIDE SUN

Umbrellas are essential to the scene, of course, and those divine Italian beach umbrellas in brash and bold and bright stripes that are really large enough to shade you are to be found at Abercrombie and Fitch. And right here and now, I must tell you about the beach mattress, from Saks-Fifth Avenue, that is made of "Lustersheen," in any colour combination, and has a hole in the centre through which to put the umbrella stem. At the same place is a large "Lustersheen" backgammon set (the kind you spread out on the beach), the "board" being marked in red and gold, the dice and counters being made of Lustersheen, and two long sticks furnished to shove the counters.

From blistering India comes a cool suggestion for a chair—the *rookeh* chair, that is light and comfortable and has an adjustable back. There is also a *rookeh* settee at Lord and Taylor.

Bloomingdale has new little folding sand chairs that rock or don't. The rocker is less than \$5 and the sand chair less than \$4. They can be matched in folding beach chairs that may or may not have a top to keep the sun off. At Bloomingdale's, also, is the smartest imaginable mirror for

a cabaña dressing-room. It has a black glass shelf and costs less than \$25.

Stern goes in for designing cabaña rugs to match plaid or polka-dot parasols. A practically perfect one has a blue wave motif—and it would be unbeatable for a cabaña or seaside porch.

Gimbel has the old-fashioned beach chair (that, in my opinion, can not be improved on) in a smart new striped canvas. Amusing beach towels that can be worn around your neck, which have checkers or backgammon designs on them, are also to be found here for the mercifully small price of less than \$4. A monogrammed chenille beach rug seen in this shop is offered in a wide variety of colour combinations—all of them sunfast. Another rug has a yellow-and-pink background, with a fish and bubble design in gay colours.

CABAÑA ACCESSORIES

At Saks-Fifth Avenue, there are grand beach pillows. They are made of "Permatex" with handles, so they are easy to carry. Appliqués of sailors, sea-gulls, and bathing-girls brighten them. A hassock in red, white, and blue has an appliquéd sailboat on the top, and a folding pillow, half of which you sit on and the other half of which you lean against, is a grand addition to any cabaña.

At Wanamaker's, there are folding beach chairs with a pillow head-rest and foot-rest covered in a smart black-and-white magnolia "Permatex." These may be had with or without a sunshade, as you may prefer.

A NOTE OF IMPORTANCE

Vogue will be glad to send you, upon request, its booklet entitled "Give Beauty a Hand," which discusses the care and beautifying of the hands, arms, and finger-nails. Address Vogue's Beauty Editor, Graybar Building, Lexington Avenue at Forty-Third Street, New York City. There is no charge.

Are you becoming
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Medical Specialists have stated that many people habitually drink too little water; almost to the point of Dehydration in many cases. Two thirds of the human body is composed of water, and scientists say that to maintain correct equilibration 6 to 8 glasses of pure water should be drunk daily. The quality of the water you drink must be above suspicion. Drink only the Purest and best obtainable.

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here, there,
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Yes, purses are smaller this year, and smallest, most intriguing of all is the New "Princess." You'll marvel that it could hold so much. Detachable key case, deep card pocket and handkerchief loop, removable license case, special compartments for bills, coins, cards, compact or cigarettes.

Smartly tailored in the season's most exclusive leathers. So easy to carry, so hard to lose; you, too, will want several, to give as prizes or to match each clothing ensemble.

If your favorite dealer doesn't yet carry them, send \$5. and specify your favorite color. We'll rush one right to you; satisfaction guaranteed.

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GODFREY
A Quality Line



For the Smartest Sports,
Smartly-Dressed
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"Smartsport"
KNITTED
SUITS &
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A CHARMING, exclusive fabric... decorated with hand-fashioned Jacquard... trim, flawless knitmanship... disturbingly beautiful lines... dashing impressive... subduedly priced... these are the characteristics of the "Smartsport" three-piece Suit pictured here. Many other ultrachic "Smartsport" creations are securable at discriminating Shops throughout the country.

Write for Name of
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"The time has come,"
the Walrus said, "to
talk of many things."



of SHOES particularly.

Not even in Wonderland could Alice have seen more enchanting shoes than the new Customodes. This evening one, for instance. It is of metal brocade, with scallops that lend a flattering touch.



The Greeks have a word for it—whatever is that Greek word for sandal? At any rate, it takes a modern creator to think of combining pastel kid with printed fabric and produce a Customode that's a knockout.



An opera of white buck with black or brown calf trimming—what could be smarter with the new black-and-white, blue-and-white and brown-and-white sports things? This shoe has a built-up leather heel for good measure. Made by hand, of course, as all Customodes are. Write for booklet containing Spring and Summer Customodes.

VANITY
BOOT SHOE—
Customode Shoes

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Now clean your skin this quicker way ... PETALIS

**dissolves pore-dirt
instantly . . . gently**

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Get Petalis from any drug or department store. ☆ It lasts longer than several jars of cream. In the gold carton . . . \$1.00.

● For miniature bottle of Petalis send 10c (stamps or coin) to address below.

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A TOUCH OF CONTRAST ON SUITS AND FROCKS



In Irène Dana's "39," the suit is of a fine black woollen, and the blouse of crêpe in a pale rose

Marthe et René's "Resquilleur" is of beige - and - white tweed; a red scarf; Bergdorf Goodman

Heim's brown-and-white wool suit, "Ariane," has a plaid-stripe design and piqué vest

Black crepella is used for the suit of Premet's "Amiral," with its chic gilet-blouse of white crepella



Lyolène's "210," a smartly simple navy-blue woollen suit, is worn with a blue-and-white chemisier

"Sympathique," Premet's brown crepella ensemble, has a plaid-lined sleeveless jacket; Altman

The lop-sided piqué collar on Chantal's blue wool dress, "Le Matin à Paris," has a young look

Chantal's "Sortie Matinale" is a navy-blue wool coat-dress trimmed with white toile de laine



Absolute Protection Against Moths

ONE customer values Pro Tex so highly that he has given thirty-five of these wardrobes to friends here and has even sent several to Paris.

It's easy now to get rid of moths and assure absolute protection against moth damage. Simply place garments in Pro Tex Wardrobe, turn on the magical Pro Tex Electric Vaporizer, and within six hours all moths and larvae have been destroyed. The vapor remains in the Wardrobe protecting the garments during the season. Pro Tex is available in two styles—the Wardrobe, equipped with clothes rail, etc., with a capacity of 12 to 15 garments . . . or a Pro Tex Cabinet, equipped with shelves for blankets, woolens, etc.

Order your Pro Tex now and positively solve the moth problem in your home, with complete safety to all garments and fabrics.

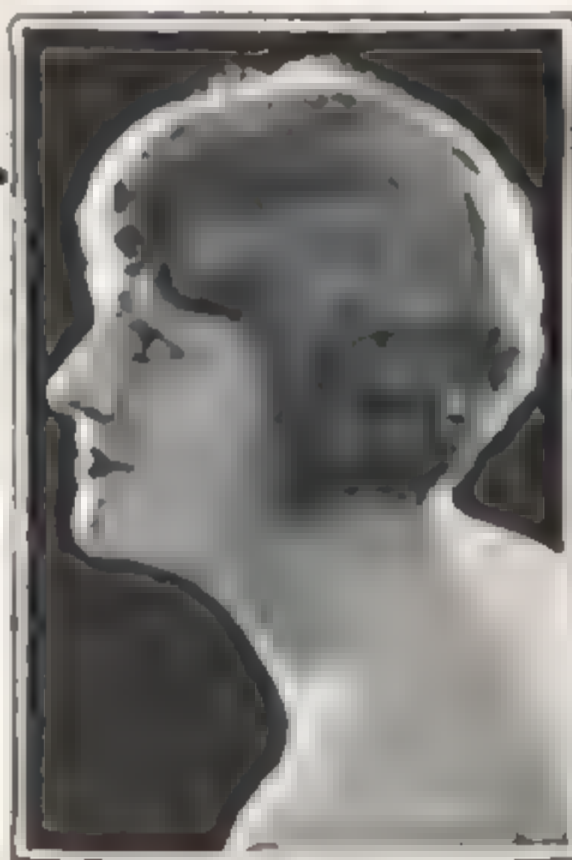
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Make Your Face As Young As Mine

I'll Tell You How



For many years I have been telling women how to look young again by banishing wrinkles, crow's-feet, flabby skin, hollows and double chins—and thousands have taken 10 years from their appearance through my easy method.

Give 5 Minutes a Day

If you will give 5 minutes a day to my wonderful Facial Exercises, you will quickly chase away those signs of age and you will keep them away. These exercises are the most effective way of removing defects because they are the only method which gets at the real cause of the trouble—the hundreds of under-skin muscles whose weakening through lack of proper exercise causes crow's-feet, double chin, etc. to appear.

My facial exercises build up these muscles and keep them young, strong and healthy. If lines are forming under the eyes, if cheeks are sagging more than they should, or if any of the tell-tale marks of time are showing on your face, you can't begin too soon to practice these wonderful exercises. You will notice results immediately in better color and improved circulation. And before you realize it, the lines and other blemishes will all be gone!

No need to use massages, creams, lotions, straps or treatments. No costly visits to beauty parlors.

Satisfaction Guaranteed

These simple exercises work wonders and I guarantee that if results do not satisfy, the course will cost you nothing. I can make this unusual offer because of the remarkable benefits these exercises have brought to thousands of other women during the past fifteen years. Send today for my free book which tells you all about this modern, practical beauty aid.

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Mail your free book which tells how Kathryn Murray Facial Exercises can remove or prevent tell-tale marks of age.

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Fashion Says, "CURVES" . . . Scanties Moulds CURVES

Style magazines, leading couturiers all say, "Now you are only as chic as you 'Curve' yourself". Scanties raises the waist-line, accentuates the bust, and curves the hips. One pair of shoulder straps. Washes as easily as a handkerchief. Wear Scanties and a dress, that's all.

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Model Brassière Co.

Paris

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a word . . . that speaks a volume.

a glance . . . that means everything.

Marly . . . men are in your debt for the glamor you lend to women.



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A light, piquant odour, redolent of Maytime and fragrant fields . . . it is your parfum when the sun is high and the spirits too.

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Send 50c in stamps for lovely 3-piece Acquaintance Set and new Beauty Book "Captivating Loveliness." Write Dept. 142. Krank Toiletries, 1885 University Avenue, St. Paul, Minnesota.

kränk (cleansing) LEMON CREAM

White Kid Slippers

—a High Fashion Note!

THIS summer, white kid slippers will reign supreme in fashion's realm. They'll bloom with new interest in your wardrobe . . . and need frequent attention. Do you know about Cinderella Kid White? This dressing will keep them dainty and snowily white all summer. Slippers never yellow when you use this fine dressing.

Cinderella

Kid White

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PARISIAN VARIATIONS ON SPRING AND SUMMER THEMES



1. "Claudine," is Cecile Welly's suit-dress of a navy-blue woolen with a white motif; piqué vest

2. Jersey in jade-green and green-striped alpaca make Cecile Welly's bolero ensemble, "Deauville"

3



3. A two-thirds length jacket is part of Champ-communal's "9," of black jersey with a rippling stripe in white

4. The bolero of Gorin's "Folle Jeunesse," a rosy beige wool suit, is cut to show the white crêpe

5. Thomas's red crepe dress, "312," has a yoke and sleeves of white crêpe with polka-dots in red

6. Pale yellow crêpe romain is used for Tollmann's "Enjôleuse" for afternoon. The faggoting is effective

7. "Nébuleuse," by Madeleine de Rauch, is of brown openwork jersey, trimmed with pink crêpe. It has a bolero

6

7



TWO ONE OUNCE BOTTLES
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A Gift

FROM THE

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SALON

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AT THE SAVOY-PLAZA

"Un peu de Paris dans New York"

Statement of the ownership, management, etc., required by the Act of Congress of August 24, 1912, of Vogue, published fortnightly at Greenwich, Conn., for April 1st, 1931. State of Connecticut, County of Fairfield: Before me, a notary public in and for the State and county aforesaid, personally appeared Francis L. Wurzburg, who, having been duly sworn according to law, deposes and says that he is the Managing Director of Vogue and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1.—That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Condé Nast, Greenwich, Conn.; Editor, Edna Woolman Chase, Greenwich, Conn.; Business Manager and General Manager, Francis L. Wurzburg, Greenwich, Conn. 2.—That the Owners are: Owner: The Condé Nast Publications, Inc., Greenwich, Conn.; Stockholders: Condé Nast, 1040 Park Avenue, New York, N.Y.; Francis L. Wurzburg, Kimball Avenue, Bronx, New York; Edna Woolman Newton, Graybar Building, New York, N.Y.; MacDonald DeWitt (Trustee), Graybar Building, New York, N.Y.; The Vogue Company, 15 Exchange Place, Jersey City, N. J.; Max Rosett, 12 East 86th St., New York, N. Y.; Westover Trading Corporation, Stillwater Avenue, Stamford, Conn.; Bennett & Company, 522 Fifth Avenue, New York, N. Y.; Hall & Steiglitz, 25 Broad Street, New York, N. Y.; Auerbach Pollack & Richardson, 30 Broad Street, New York, N. Y.; Goldman, Sachs & Company, 30 Pine Street, New York, N. Y.; Condé Nast, Inc., 15 Exchange Place, Jersey City, N. J.; Montrose Development Corp., Stillwater Avenue, Stamford, Conn.; Sisset & Company, 15 Exchange Place, Jersey City, N. J. 3.—That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amounts of bonds, mortgages, or other securities are: The Manufacturers Trust Company, 55 Broad Street, New York, N. Y. 4.—That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders, and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the condition under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner, and this affiant has no reason to believe that any other person, association or corporation has an interest direct or indirect in the said stock, bonds or other securities than as is stated by him, Francis L. Wurzburg, Managing Director. Sworn to and subscribed before me this 1st day of April, 1931.

(Real) Harold D. Horton, Notary Public. My Commission expires January 31, 1934.

THINK NOW . . .

about summer camps

Perhaps your summer plans are still nebulous . . . but you think vaguely of "going somewhere and taking the children."

Remember that your idea of a perfect rest may to the children mean an infinite monotony . . . or that your plans for a charmingly social season may prove to them a veritable mischief-mine.

Why not send them to Camp? . . . two months of glorious out-door freedom, supervised, but not restricted, by young and competent counsellors . . . innumerable delightful sports—swimming, canoeing, tennis, organized games . . . instruction in nature study and handcrafts.

There are any number of attractive camps, large and small, located by the sea, in the mountains, on ranches, in Europe . . . and if the camp is advertised in Vogue's School and Camp Directory, you may rest assured that your child will come home glowing with health . . . chattering delightedly about splendid new friends and a succession of superlatively happy days.

Turn to Pages 41 to 43 of this issue, where a few of the best schools and camps in the country are listed. Write for some of their catalogues . . . and if you have difficulty in finding exactly what you want, Vogue will gladly give you further information and advice.

THE CONDÉ NAST EDUCATIONAL BUREAU
1928 Graybar Building, Lexington at 43rd, New York

Prices of Vogue Patterns

5659	\$.50	566975
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No spoon is needed with self-stirring Billy Baxter . . . when you pour, it stirs.

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One bottle of Underwood Clam Bouillon — a pinch of celery salt, a teaspoon of tomato ketchup and a dash of tabasco; ice and shake — makes delicious clam juice cocktails for four. If your grocer can't supply you, we will.

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SUITS AND DRESSES ARE CLOSE RELATIONS

Lenief's "Arlequine" is a suit with the earmarks of a dress—a peplum and a blouse to match the bolero lining. It is still another contribution to the cause of black and white

Brown-and-white triumphs in Germaine Lecomte's "Don Quixote." Flat crêpe fashions the suit, eyelet embroidery the blouse, and brown and white astrakhan the chic collar



Four things make Mirande's "Footling" ideal for this spring; the white piqué at the neck, the fabric, a light-weight blue wool, the becoming diagonal cut and black leather belt

Don't be deceived. Yvonne Carette's "Gisèle" is a dress, although the cut of the peplums, the collar, and the crêpe (black, green-and-white design) make it seem like a suit



The Smart, New
DETECTO LOWBOY
makes a practical and original wedding gift!

SOLVE your perennial Spring wedding problems with the new Detecto Lowboy! A novel gift that can be used and enjoyed for years and is practically "standard equipment" in every well-equipped home! The bride will be delighted with this sophisticated scale, designed in the modern manner, and finished in jade green, orchid, blue, maize, rose, ivory or white. Quite the smartest scale you've ever seen! Guaranteed for five years but should be still giving good service at the golden wedding! Low, safe platform—either open face or rotary dial easily visible without bending over... And while you are getting a gift for the bride, why not give yourself a present too? Daily weighing on an accurate Detecto scale will help you keep your health—and your figure!



Detecto Lowboy \$6.95 up (illustrated below)
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NEW SHOPPING AIDS

For Your Vanity

"THE AFFAIRS OF BEAUTY". Frances Denny beauty treatments and preparations applied to different skin conditions. DENNY & DENNY, PHILADELPHIA, PENNSYLVANIA.

"ALL FOR BEAUTY". Harriet Hubbard Ayer, maker of Luxuria face cream, describes her methods for the care of the skin, hands, hair, and feet. HARRIET HUBBARD AYER, 323 E. 34TH ST., N. Y. C.

"CAPTIVATING LOVELINESS". Beauty treatments with Kränk creams, skin tonics, astringent, face powder. ALFRED J. KRÄNK CO., 1885 UNIVERSITY AVENUE, ST. PAUL, MINNESOTA.

"COMPLEXIONS WITH AN ENGLISH ACCENT". English beauty treatments as interpreted by Yardley. Price list and description of Yardley preparations. YARDLEY & CO., 452 FIFTH AVE., NEW YORK CITY.

COUETTES. Guest package of Couettes—small squares of cotton for applying and removing cosmetics. 10c. JOHNSON & JOHNSON, NEW BRUNSWICK, NEW JERSEY.

CUTEX MANICURE SET. Preparations sufficient for six complete manicures. 12c. NORTHAM WARREN, DEPT. 1V4, 191 HUDSON ST., NEW YORK CITY.

DU BARRY PREPARATIONS. Ten days' supply of "Two Essentials of Beauty"—trial jar Du Barry cleansing cream, and bottle Du Barry Skin Tonic. Hand-book describing this treatment. RICHARD HUDNUT, DEPT. VOG. 1, 113 W. 18TH ST., N. Y. C.

"GIVE BEAUTY A HAND". Vogue's new booklet of authoritative instruction on the care of the hands and arms—how to acquire "the hand of beauty". THE CONDÉ NAST PUBLICATIONS, INC., 1928 GRAYBAR BUILDING, NEW YORK CITY.

"HERE DWELLS YOUTH". Face moulding method simplified for home use. Applications of Primrose beauty preparations. PRIMROSE HOUSE, 595 FIFTH AVE., N.Y. C.

KLEENEX. Trial supply of this face cleansing tissue. KLEENEX CO., LAKE MICHIGAN BUILDING, CHICAGO, ILLINOIS.

LA GERARDINE. Booklet explaining the Freud treatment developed by Gerard to train hair into natural waves. HAROLD F. RITCHIE & CO., INC., 15 WEST 46TH ST., N. Y. C.

"LIP SECRETS". ☐ Free booklet on the art of make-up for the lips. ☐ For 25c, generous trial size perfumed Manicure Polish and Solvent Combination. Check shade you prefer, ☐ clear ☐ medium ☐ deep ☐ extra deep. COTY, DEPT. V1, 714, FIFTH AVE., N. Y. C.

MARTIN FROM VIENNA. Describing two new preparations for the care of the hair: "Gardenol", a soapless shampoo in liquid form, and "Trainol", a fragrant lotion for setting waves. MARTIN, 557 FIFTH AVENUE, NEW YORK CITY.

ODORONO. Generous samples of Odorono Regular and Colorless deodorant, and of Odorono Cream Depilatory. 10c. RUTH MILLER, THE ODORONO CO., INC., DEPT. 4V1, 191 HUDSON ST., NEW YORK CITY.

PETALIS. Special sample bottle of liquid skin cleanser. 10c. GEORGE C. V. FESLER, INC., 2656 WASHINGTON BLVD., ST. LOUIS, MISSOURI.

POND'S. Free sample of Pond's Cleansing Tissues. ☐ For 10c, samples of Pond's Tissues, Skin Freshener, and two creams—the entire set of Pond's beauty aids. POND'S EXTRACT CO., DEPT. E, 110T HUDSON STREET, NEW YORK CITY.

"PRODUITS SCANDIA JOURDE". Describing Madame Jourde's beauty preparations, and their proper applications. SCANDIA JOURDE, 601 MADISON AVENUE, NEW YORK CITY.

"THE QUEST OF THE BEAUTIFUL" and "YOUR MASTERPIECE—YOURSELF". Two booklets dealing with three fundamental treatments for loveliness. Elizabeth Arden home course in beauty. Catalogue of beauty preparations. ELIZABETH ARDEN, 691 FIFTH AVENUE, NEW YORK CITY.

SKIN ANALYSIS CHART. Dorothy Perkins' chart to help determine the treatment scientifically correct for your skin. DOROTHY PERKINS CO., ST. LOUIS, MISSOURI.

New clothes, new cosmetics, new knick-knacks for your home, new roads to travel—for all these Vogue's advertisers offer booklets to help you in your Summer selections. We have listed here some of the more important brochures and pamphlets available to you. Of course you may clip the coupons (which you will find in some of Vogue's advertisements), but you may not want to mutilate your copy of the magazine. In that event, just check on this page the offers which particularly interest you . . . sign your name and address in the margin . . . and mail to VOGUE, READER SERVICE BUREAU, GREENWICH, CONNECTICUT. It will be our pleasure to see that the literature is sent to you at once. Where a nominal payment is mentioned, please enclose stamps for forwarding to the advertiser.

For Your Vanity (Continued)

"THREE STEPS TO BEAUTY" . . . "BEAUTY IN THE MAKING" . . . "MAKE-UP MAGIC". Three booklets describing Helena Rubinstein's methods of beauty culture for home treatments. Hints on make-up. HELENA RUBINSTEIN, 8 EAST 57TH ST., N. Y. C.

"THE TWICE-A-DAY JAQUET WAY". The Madame Jaquet skin preparations, and three lessons to follow for developing beauty. JAQUET, INC., 389 FIFTH AVENUE, NEW YORK CITY.

"UNDERSTANDING YOUR SKIN". Complete Marie Earle beauty booklet, emphasizing the care of the skin. MARIE EARLE, V4, 660 FIFTH AVENUE, NEW YORK CITY.

"WHY ONLY A HEALTHY SKIN CAN STAY YOUNG". Ingram's Milkweed Cream as an aid to skin beauty. Skin analysis and treatments. FRANCES INGRAM, DEPT. B-41, 108 WASHINGTON STREET, NEW YORK CITY.

☐ "THE INDEX TO LOVELINESS". Free booklet describing the Woodbury facial treatments.

☐ WOODBURY'S FACIAL SOAP. Trial cake of this famous soap, and samples of face powder and two creams from the Woodbury laboratories. 10c. JOHN H. WOODBURY, INC., 1005 ALFRED STREET, CINCINNATI, OHIO.

"YOUR DOWRY OF BEAUTY". Treatments for individual problems of skin care. Dorothy Gray beauty preparations. DOROTHY GRAY, 683 FIFTH AVENUE, NEW YORK CITY.

ZIP. Illustrated folder describing the use of Zip Epilator for removing superfluous hair. MADAME BERTHE, 562 FIFTH AVENUE, NEW YORK CITY.

For Your Summer Wardrobe

"CHOOSING AN UMBRELLA WARDROBE". Adapting the umbrella to the costume. Illustrations of umbrellas suitable for dress, tailored and sports wear; for carrying in suitcase or motor. FOLLMER, CLOGG & CO., LANCASTER, PENNSYLVANIA.

DÉJÀ. May brochure showing new Summer dresses. DÉJÀ, INC., 550 SEVENTH AVENUE, NEW YORK CITY.

"ENSEMBLE FOOTWEAR". Important costumes for Summer, with suggestions for the shoes to be worn with them. Several ensembles in full colors. WALK-OVER, 510 FIFTH AVENUE, NEW YORK CITY.

FEATHERDOWN WOOL. Samples of all-wool fabrics in new colors for town, travel, and sports coats. DEERING, MILLIKEN & CO., INC., 261 FIFTH AVENUE, NEW YORK CITY.

"FOOTWEAR FASHIONS ANNOUNCEMENT". New Summer shoe fashions for all occasions. SHOE-CRAFT, 714 FIFTH AVENUE, N. Y. C.

INFORMAL FROCKS. Folder V-5 describes the new Hubrite styles for Summer. HUBRITE, INC., 110-112 SHAWMUT AVENUE, BOSTON, MASSACHUSETTS.

MCCUTCHEON'S FABRICS. Samples of dimities, organdy, dotted swiss, and chiffon voile. MCCUTCHEON'S, DEPT. 18, FIFTH AVE. AT 49TH STREET, NEW YORK CITY.

MATRIX SHOES. Fashion announcement of new Summer shoes. MATRIX STYLE STUDIO, 47 WEST 34TH ST., NEW YORK CITY.

For Your Summer Wardrobe (Continued)

SIL-O-ETTE UNDERGARMENTS. Describing new foundation garments built for smoothness and comfort under modern gowns. UNIVERSAL RAYON UNDERWEAR CORP., 36 WEST 32ND ST., NEW YORK CITY.

SPORTS STYLES. Illustrations of the wide Summer assortment of Abercrombie & Fitch sports clothing for women. ABERCROMBIE & FITCH CO., MADISON AT 45TH ST., N. Y. C.

UNDERDRESS. Booklet illustrating Kicker-nick models. Smart fabrics and colors. WINGET KICKERNICK CO., MINNEAPOLIS, MINNESOTA.

For the Bride

☐ "BRIDAL SILVER AND WEDDING CUSTOMS". By Emily Post. Important modern wedding conventions, outlined by this world-famous authority on etiquette. 25c.

☐ "THE BOOK OF SOLID SILVER", showing new designs of Towle flat silver and hollow ware. 25c. TOWLE SILVERSMITHS, DEPT. K5, NEWBURYPORT, MASSACHUSETTS.

"ETIQUETTE OF WEDDING INVITATIONS AND ANNOUNCEMENTS". Linweave brochure of wedding paper and social stationery. 10c. LINWEAVE, 270 BROADWAY, NEW YORK CITY.

"THE HUNT CLUB". 18-page booklet showing the popular pieces in the new Gorham Sterling. THE GORHAM COMPANY, DEPT. P-10, PROVIDENCE, RHODE ISLAND.

"LOVERS' LAMENT". Illustrated booklet describing Wood wedding rings and diamonds. J. R. WOOD & SONS, INC., 15 MAIDEN LANE, NEW YORK CITY.

"THE NEW LITTLE BOOK ABOUT GLASSWARE". Information about the use of glass in the home. The care of glass. Formal table settings with glassware. Brief history of glass-making. THE FOSTORIA GLASS COMPANY, DEPT. V-3, MOUNDSVILLE, W. VA.

"WEDDING RING SENTIMENT". History of wedding and engagement ring customs. Illustrations of rings of various countries and periods, and of Traub wedding and engagement rings. TRAUB MANUFACTURING CO., 1932 MCGRAW AVE., DETROIT, MICHIGAN.

For Your Amusement

HOME MOVIE BOOKLET. How to make professional-appearing movies with an amateur's camera. EASTMAN KODAK COMPANY, ROCHESTER, NEW YORK.

For the Pantry

"CALAVO HOSTESS BOOK". Unique recipes prepared with calavos. The place of calavos in the diet. CALAVOS GROWERS OF CALIFORNIA, DEPT. 405, 4803 EVERETT AVENUE, LOS ANGELES, CALIFORNIA.

"FLORENCE K". Billy Baxter gives intriguing details about non-alcoholic highballs and many cocktail recipes. THE RED RAVEN CORPORATION, CHESWICK, PENNSYLVANIA.

FORTNUM & MASON. Brochure of these famous English table delicacies now obtainable from the New York shop. FORTNUM & MASON, 697 MADISON AVENUE, N. Y. C.

For the Pantry (Continued)

"THE MODERN FIGURE". Menus and table of foods for reducing-diets. KELLOGG COMPANY, DEPT. C-4, BATTLE CREEK, MICHIGAN.

"THE STORY OF A REMARKABLE CIGARETTE". How the overthrow of the Sultan of Turkey made possible the American manufacture of Arabian Nights Cigarettes. ARABIAN NIGHTS CIGARETTE CO., 745 FIFTH AVENUE, NEW YORK CITY.

For the Household

BATHROOM SCALES. Catalogue of "Detecto Lowboy" bathroom scales, available in all standard colors. THE JACOBS BROS. CO., INC., DEPT. 17, 318 GREENWICH ST., NEW YORK CITY.

"MODERN IDEAS ABOUT TOWELS". Making bathroom ensembles with towels, face-cloths and bath-mats, in new colors and styles. CANNON MILLS, INC., 70 WORTH ST., NEW YORK CITY.

"REFRESHING REST". The decorative effects of Kenwood blankets in 1931 designs. KENWOOD MILLS, DEPT. B, ALBANY, N. Y.

WAMSUTTA PERCALE. Catalogue of Wamsutta sheets and pillow cases; proper methods for making beds; things to consider in purchasing bedding. WAMSUTTA MILLS, 180 MADISON AVENUE, NEW YORK CITY.

WARDROBES AND CABINETS. Protex Moth-proof Wardrobes and Cabinets to preserve clothing, blankets, etc. J. F. FRIEDEL CO., SYRACUSE, NEW YORK.

For the Vacation

ALASKA. Information and rates about Alaskan cruises. E. E. NELSON, 345 NORTHERN PACIFIC RY., ST. PAUL, MINNESOTA.

BERMUDA. Accommodations on steamships to this vacation land. THE BERMUDA TRADE DEVELOPMENT BOARD, 230 PARK AVENUE, NEW YORK CITY.

CALIFORNIA. ☐ Free illustrated 2-weeks Sight-seeing Itinerary (with costs while in Southern California). ☐ "Southern California Through the Camera"—80 large gravure photographs. 4c. ALL YEAR CLUB OF SOUTHERN CALIFORNIA, LTD., DIV. 4-M, 1151 SO. BROADWAY, LOS ANGELES, CALIF.

CANADA. Minaki Lodge. Describing a North Woods vacation. Water sports, golf. CANADIAN NATIONAL RAILWAYS, 673 FIFTH AVE., NEW YORK CITY.

☐ CANADIAN ROCKIES. Banff Springs Hotel. Rates, reservations, and descriptions.

☐ EMPRESS OF BRITAIN. Colored booklet showing spacious rooms and decks of this largest Canadian-Pacific ship. ST. LAWRENCE-CANADIAN PACIFIC STEAMSHIP & RAILWAY CO., 344 MADISON AVENUE, NEW YORK CITY.

EUROPE. Describing European motor house-parties, collegiate parties by rail, and trans-Atlantic cabin accommodations. THE TRAVEL GUILD, INC., 521 FIFTH AVENUE, N. Y. C.

EUROPE. Crossing the Atlantic on the Leviathan. UNITED STATES LINES, 45 BROADWAY, NEW YORK CITY.

HAWAII. Booklet describes this isle of play in the Pacific—a golfer's paradise. HAWAII TOURIST BUREAU, 229-E BUSH STREET, SAN FRANCISCO, CALIFORNIA.

☐ TRAVELLERS' SERVICE. Information on trips to anywhere in the world. Service for many details of travelling.

☐ ESCORTED TOURS. Rates and descriptions of tours to National Parks, Canadian Rockies, California, and Alaska. AMERICAN EXPRESS CO., 65 BROADWAY, NEW YORK CITY.

"VOGUE'S BOOK OF PRIVATE CAMPS". A comprehensive and authoritative book on camps compiled from the view-point of the parent by the Editor of Vogue. It tells about the different types of camps, their purposes, regulations, activities, age limits. THE CONDÉ NAST EDUCATIONAL BUREAU, 1928 GRAYBAR BUILDING, LEXINGTON AT 43RD, NEW YORK CITY.



Life is complex in the active teens and twenties. The son of the house appreciates having his own telephone in his own room.



The daughter of the house enjoys the convenience of her own telephone. It makes the room so completely and intimately hers.



Too few men have a room to call their own . . . where they can flee from teas and parties to work or read in comfort . . . with lamp and book-rack beside an easy chair . . . with the world shut out . . . but a telephone close by to bring it back when needed.

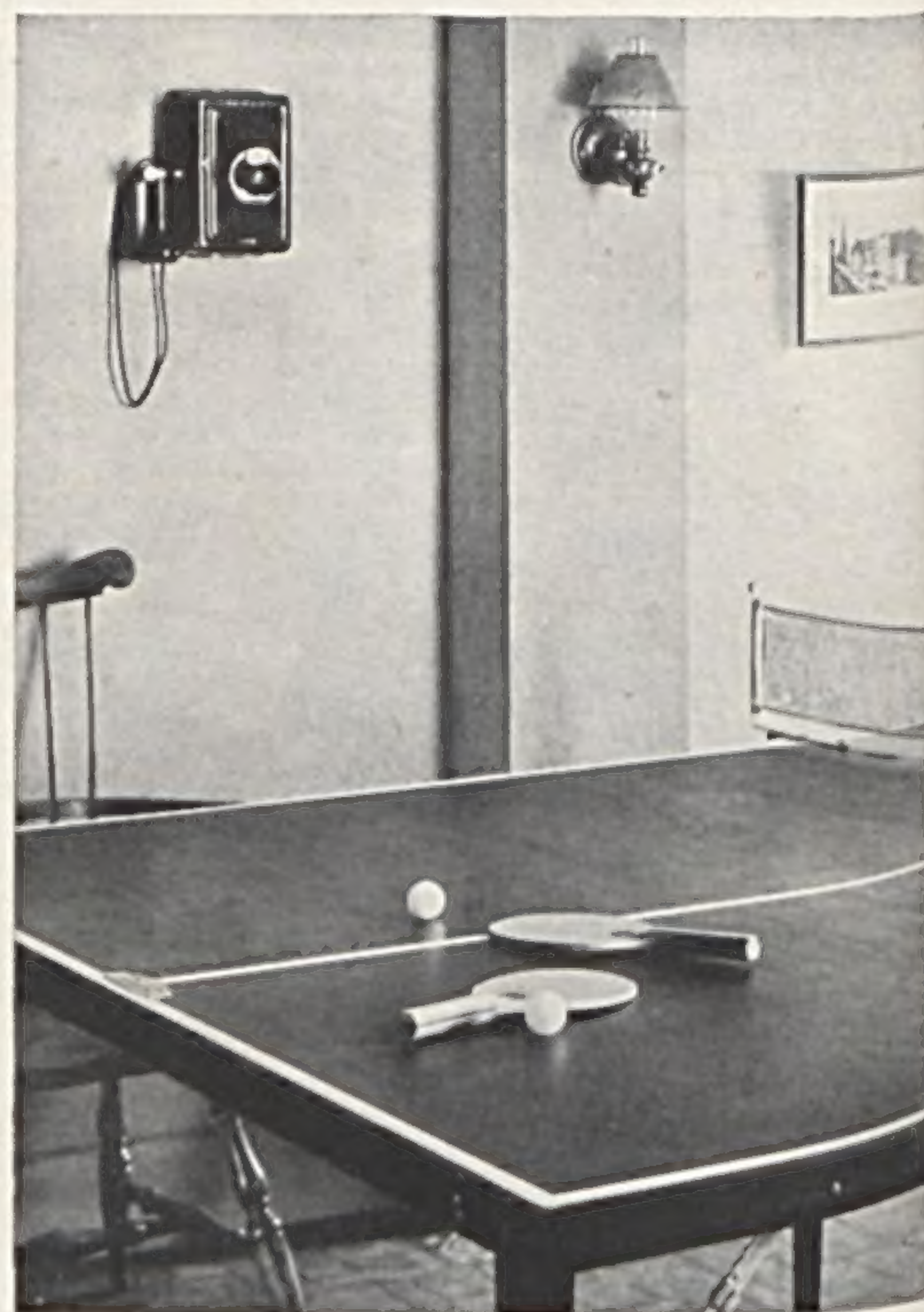
"FIRE AWAY, JIM, I'M IN MY OWN ROOM!"

Telephones throughout the house help all the family to enjoy life more

THE modern American family is a busy, active group. Every member of it has his own interests and ambitions. The happiest families are those in homes where every possible provision has been made for the comfort and convenience of the individual. Where there are *telephones* throughout.

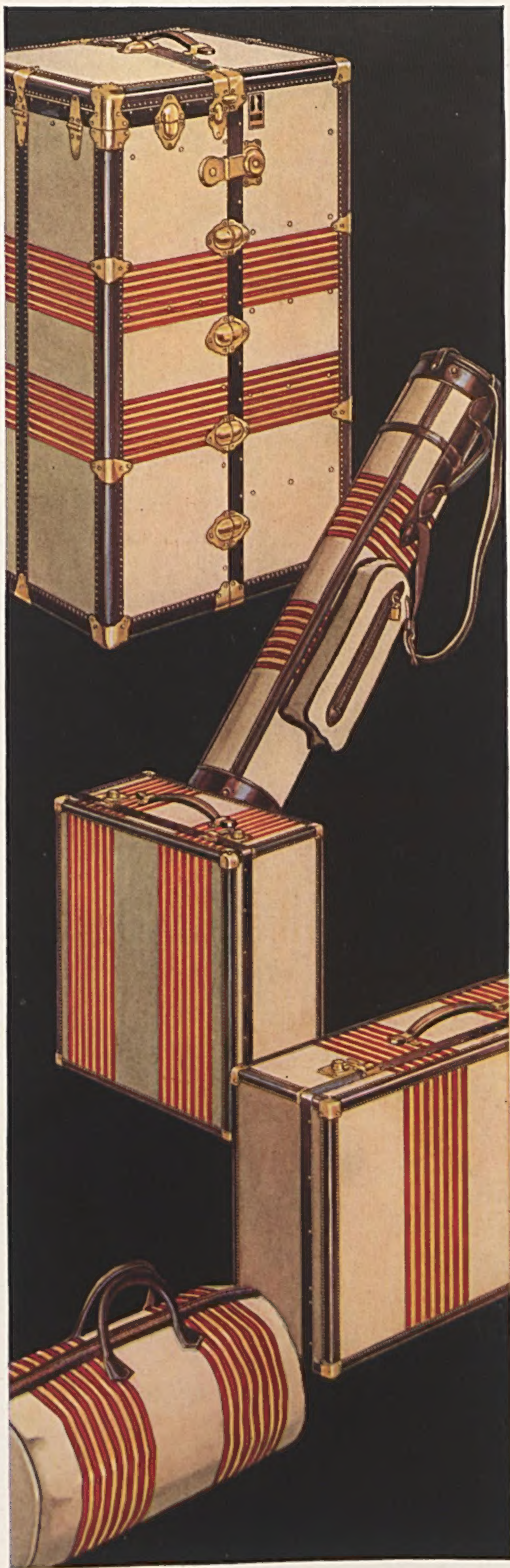
Dad has one in his den, so he can make a business call without disturbing any one . . . or talk to his closest cronies without dropping his magazine. Dorothy uses the telephone in her room to make dates and exchange confidences that Junior can't overhear. Some day he'll be doing the same thing. Mother uses the telephone in her boudoir, in the kitchen, on her writing desk, many times a day. Life moves more smoothly for all of them, because they have *enough* telephones.

You can supply this kind of convenience to your family at moderate cost. There are many types of service and equipment. Your local telephone company will gladly help you plan for your specific requirements. Call the Business Office for full information.



The recreation room is a modern meeting place for all the members of the family. Here plans and engagements can be made without interrupting interesting games . . . by telephone.





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Oshkosh Trunks are
designed and built in the belief
that the best possible trunk is
none too good for the clothes
you are going to put into it.

Descriptive booklet sent on request
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New **CUTEX NAIL WHITE PENCIL**

keeps fingertips easily..lastingly..white



Doubles the allure of **CUTEX LIQUID POLISH**

the favorite of Smart Women everywhere because it

- 1—Dries in 30 seconds . . 2—Never cracks, peels or discolors . .
- 3—Lasts for one whole week . . 4—Sparkles always with high brilliant lustre . . and 5—Comes in sturdy bottles, easy to open.

HERE is a fascinating new manicure aid that has won praise from every Beauty Editor . . . that thousands of smart women already adore. The convenient Cutex Nail White Pencil . . . gilt-capped and truly magic!

This ingenious new manicure accessory, at a touch, turns nail tips snowy white . . . and can be used easily, quickly, anywhere.

At home, when you wash your hands, leave the fingers slightly damp. Then run the Nail White Pencil under each nail tip. Instantly they are immaculate . . . snow-white . . . and lovely with a charm that lasts for hours.

In traveling . . . through the crowded social hours of busy days . . . and between appointments at your office, use this handy new Cutex Nail White Pencil on dry finger tips.

Far better than an orangewood stick, for at its touch all dust and grime completely vanish . . . and are instantly replaced by fresh, enduring whiteness.

Twin aids to captivating finger tips are this fascinating new Nail White Pencil and the famous Cutex Liquid Polish! Use them both, together with the other Cutex preparations, to give your slim white fingers this famous treatment . . .

Scrub the nails; remove the old lifeless cuticle and cleanse beneath the tips with Cutex Cuticle Remover & Nail Cleanser. Then brush on your favorite shade of brilliant Cutex Liquid Polish. You can choose

from six lovely shades. End with a touch of the new Nail White Pencil under the nail tips for accent.

After this quick weekly manicure, a few minutes a day will keep your nails flawless. Just push back the cuticle; cleanse the nail tips and under each one use the Nail White Pencil.

Before retiring, use a bit of Cutex Cuticle Oil or Cream to soften the cuticle.

Cutex has always been first with every new aid for beautifying the nails, the result of 19 years' specialization in manicure preparations. Cutex Manicure Preparations, 35¢. Liquid Polish with Remover, 50¢.

NORTHAM WARREN, NEW YORK, LONDON, PARIS

cutex nail make-up... only 35¢